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Applicants:	MERRIMAN, Dwight Allen et al.		
Appl'n No.:	10/254,923	Group Art Unit:	3627
Filing Date:	26 September 2002	Examiner:	Harle, J.
For:	METHOD OF DELIVERY, TARGETING, AND MEASURING ADVERTISING OVER NETWORKS		

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DECLARATION UNDER 37 C.F.R. 1.131
OF DWIGHT A. MERRIMAN AND KEVIN J. O'CONNOR

We, Dwight A. Merriman and Kevin J. O'Connor, declare that:

1. We are the named inventors of the claimed subject matter in the above identified patent application. We are informed that the application currently contains claims 23-44.

2. The invention as defined by the claims was completed by an actual reduction to practice prior to April 26, 1996. Evidence of this fact is shown by the following statements and the attached exhibit.

3. The actual reduction to practice included an affiliate node, an advertiser, a user node and an apparatus for advertising ("adserver"), as such terms are recited in the claims.

4. In particular, the system was tested prior to April 26, 1996 using a live affiliate Web site, http://www.iaf.net. The name of the IAF Web site is "Internet Address Finder", which Web site is active today.

5. To test the invented system, a link (an HTML tag) was inserted into a Web page at the IAF Web site at a position where an advertisement was to be displayed. Instead of displaying a stored banner advertisement or redirecting to an advertiser's Web site, the link at the IAF site redirected a user's browser to an adserver. The user node was implemented on a standard personal computer (PC) running a standard unmodified Internet browser.

6. An adserver was reduced to practice prior to April 26, 1996. The adserver was implemented as a live Internet node using standard PC hardware.

7. The adserver responded to an advertisement request from a user's browser based on the link from the affiliate node to select an advertisement in the form of a banner advertisement for display at the user's browser. Following click through by the user, the adserver redirected the user's browser to an advertiser. The advertiser was a standard Internet Web site.

8. The hardware for the adserver was a standard PC running the industry standard Windows NT operating system from Microsoft Corporation. The software for the adserver PC was written in the programming language C++. The portion of the C++ programming applicable to selection of advertising (the adserver function) is attached hereto as exhibit A.

9. Taking a closer look at exhibit A:

   (a) the "GetRequest::service" method (Exhibit A, page DC 069492) shows that, depending upon the request from a user node, the adserver can respond by serving an ad to the user node via the "GetRequest::sendAd" method (Exhibit A, page DC 069494-95), or by enabling the user node to click through a served ad to the corresponding advertiser Web site via the "GetRequest::takeJump" method (Exhibit A, page DC 069495);

   (b) in serving an ad via the "GetRequest::sendAd" method to the user node for display on the affiliate Web page:

      i) the adserver retrieves from a database stored information about the user via the "User::lookupUser" method (Exhibit A, page DC 069499) and stored information about the affiliate Web page via the "SitePage::lookupPage" method (Exhibit A, page DC 069516);

      ii) the stored user and page information is used to select an ad through the "Ad::getAd" method (Exhibit A, page DC 069503-04);

         (1) the stored user and page information is used to match an ad's selection criteria in the "Ad::matches" method (Exhibit A, page DC 069502-03);

         (2) the frequency of exposure of an ad at a user node is controlled in the "Ad::exposuresOK" method (Exhibit A, page DC 069502);

iii) depending upon the nature of the selected ad, the adserver either retrieves the selected ad from a database and sends it to the user node via the "GetRequest::send" method (Exhibit A, page DC 069492-93), or the adserver identifies to the user node the ad's location at a different Web site, so that the user node may retrieve and display the ad.

10. The operation of each of the component nodes and the system combination of component nodes into a network of nodes was tested prior to April 26, 1996. The tests, which were witnessed prior to April 26, 1996, showed that each of the components and the system combination of components would work for its intended purpose.

11. Additional facts regarding the development of our invention and other background about the relevant technology may be found in our declarations under 37 C.F.R. 1.132, filed April 4, 2001 in Reissue Application No. 09/577,798, which are hereby incorporated by reference.

12. We, Dwight A. Merriman and Kevin J. O'Connor, individually declare under penalty of perjury that the above statements are true and correct to the best of our knowledge, information, and belief. We understand that willful false statements and the like are punishable by fine or imprisonment, or both (18 U.S.C. 1001) and may jeopardize the validity of any patent that issues from the above-identified patent application.

Respectfully submitted,

Date October 16, 2003

Dwight A. Merriman

Date October 17, 2003

Kevin J. O'Connor

Exhibit A

EXHIBIT B


```
 getrequest.h

( !defined(_GETREQUEST_H_)
efine _GETREQUEST_H_

nclude "request.h"
nclude "objects.h"

ass GetRequest : public Request

blic:
 GetRequest(Connection *c, Verb v,
          const char *requestText,
          const sockaddr_in& from) :
          Request(c, v, requestText, from) { }

  virtual void service();

rotected:
  void whoAmI();
  void jumpingWhere(const char *from);
  void sendAd(const char *from);
  void activity(const char *activityStr);
  void sendFrame(const char *from);      // Netscape 2.0 frames
  void takeJump(const char *from);
  void sysState();

  void send(Database& db, Ad *ad, User *u);

  // send info
  void sendInfo(const char *url);
  void si_(const char *url);
;

endif
```

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NDDOREAD.H

```
// rememberread.h
//

void rememberSendId( vas, User *u, const char *fromDoc);

// returns Ad ID
DWORD queryAdSent(User *u, const char *fromDoc);
```

SERVER.H 23-Sep-1995 15:30 Page 1(1)

```
// server.h
//
// General ad server startup stuff...
//
//

BOOL startServer();
```

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```
// statue.h

void setStatus(const char *s);

extern int adeSent;
extern int jumpaToken;
extern int totelAdSendLatency;
extern int totelAdSendTime;
extern int timeOuts;
extern int poolTimeOuts;

extern int bertar, ianDev, testAd;

void latencyMax(int n);
void adSendTimeMax(int n);

void adSent();
```

```
// request.h
//

#if !defined(_REQUEST_H_)
#define _REQUEST_H_

#include "d:\toolkit\sock.h"

enum Verb { UNKNOWN, GET, HEAD, POST };

class Connection;

class Request
{
public:
    Request(Connection *c, Verb v,
            const char *requestText,
            const sockaddr_in& from);

    virtual void service();

    DWORD getIP() const { return userIP; }
    const char* getRequest() const { return request; }
    Connection* getConn() const { return c; }

    void sendInternalError();

protected:
    BOOL sendFile(const char *fileName, const char *insertStr = 0);

    Connection *c;
    const char *request;
    Verb v;
    CString fileName;
    DWORD userIP;
};

void sendError(Connection *c, const char *msg, const char *headerField = 0);

#endif
```

```
// header.cpp
//

#include "stdafx.H"
#include "objects.H"
#include "//d//coolkit//iaf_util.h"

const char cBrowser[] = "User-Agent:";

void message(const char *);

BOOL User::check(CString& userAgent, const char *pat, Browser b, OS o)
{
    if( browser != brUnknown )
        return FALSE;

    int i = strlen(pat);
    if( userAgent.Left(i) == pat ) {
        browser = b;
        os = o;
        const char *p = userAgent;
        p += i;
        p = strchr(p, '/');
        if( p ) {
            liftVer(p + 1);
        }
        return TRUE;
    }

    return FALSE;
}

static void match(OS& os, const char *userAgent, const char *pat, OS o)
{
    if( strstr(userAgent, pat) != 0 )
        os = o;
}

void User::liftOS(const CString& userAgent)
{
    if( userAgent.Find("X11") >= 0 ) {
        os = osUnixOther;
        match(os, userAgent, "SunOS", osUnixSun);
        match(os, userAgent, "HP-UX", osUnixHP);
        match(os, userAgent, "Linux", osUnixLinux);
        match(os, userAgent, "OSF", osUnixOSF1);
        match(os, userAgent, "AIX", osUnixAIX);
        match(os, userAgent, "IRIX", osUnixIRIX);
        match(os, userAgent, "irix", osUnixIRIX);
    }
    else if( userAgent.Find("Windows") >= 0 ) {
        if( userAgent.Find("32bit") >= 0 ||
            userAgent.Find("95") >= 0
          )
        {
            os = osWin32;
        } else {
            os = osWin16;
        }
    }
    else if( userAgent.Find("Win95") >= 0 ) {
        os = osWin95;
    }
    else if( userAgent.Find("Win16") >= 0 ) {
        os = osWin16;
    }
    else if( userAgent.Find("Macintosh") >= 0 ) {
        os = osMac;
        match(os, userAgent, "PPC", osMacPPC);
        match(os, userAgent, "68K", osMac68);
    }
    else if( userAgent.Find("WinNT") >= 0 ) {
        os = osWinNT;
    }
    else {
```



```
        s += userAgent.Left(70);
        message(s);
    }
}

// derive information about the user from the request header
//
void User::headerDerive(const char *requestHeader, CBrowser);
{
    const char *ua = strstr(requestHeader, cBrowser);
    if( ua == 0 ) {
        // if no user agent field, something weird we
        // don't know much about, don't assume unique.
        uniqueness = uUnlikely;
    }
    else {
        ua += 11;
        while( *ua == ' ' )
            ua++;
        const char *p = strchr(ua, '\r');
        if( p ) {
            CString userAgent(ua, p - ua);
            if( userAgent.Left(8) == "Mozilla/" ) {
                browser = brNetscape;
                liftVer((const char *) userAgent + 8);

                // OS
                liftOS(userAgent);
            }
            else if( userAgent.Left(12) == "NCSA Mosaic/" ) {
                browser = brNCSA;
                liftVer((const char *) userAgent + 12);

                // OS
                match(os, userAgent, "Windows", osWin);
                match(os, userAgent, "X11", osUnixUnknown);
                match(os, userAgent, "X Window", osUnixUnknown);
                match(os, userAgent, "X Window", osUnixUnknown);
            }
            else if( strncmp(userAgent, "IWENG/", 6) == 0 ) {
                browser = brAOL;
                uniqueness = uNo;
                domainType = dtAOL;
                liftVer((const char *) userAgent + 6);
                os = osWin;
            }
            else if( strncmp(userAgent, "aolbrowser/", 10) == 0 ) {
                browser = brAOL;
                uniqueness = uNo;
                domainType = dtAOL;
                liftVer((const char *) userAgent + 11);
                os = osMac;
            }
            else if( userAgent.Left(28) == "Microsoft Internet Explorer/" ) {
                // Microsoft Internet Explorer/x.xx
                browser = brMicrosoft;
                liftVer((const char *) userAgent + 28);
                os = osWin32;
                match(os, userAgent, "Windows 95", osWin95);
            }
            else if( userAgent.Left(8) == "HotJava/" ) {
                browser = brHotJava;
                liftVer((const char *) userAgent + 8);
            }
            else if( userAgent.Left(16) == "Enhanced Mosaic/" ) {
                browser = brEnhancedMosaic;
                liftVer((const char *) userAgent + 16);
                os = osWin;
                if( userAgent.Find("Win32") >= 0 )
                    os = osWin32;
            }
            else if( userAgent.Left(11) == "NetCruiser/" ) {
                liftVer((const char *) userAgent + 11);
                browser = brNetCruiser;
                os = osWin;
            }
```

```
        else {
            check(userAgent, "OmniWeb", brOmniWeb, osNEXT);
            check(userAgent, "Lynx", brLynx, osUnknown);
            check(userAgent, "IBM WebExplorer", brWebExplorer, osOS2);
            check(userAgent, "AIR_Mosaic", brAirMosaic, osWin);
            check(userAgent, "SPRY_Mosaic", brAirMosaic, osWin);
            check(userAgent, "MacWeb", brMacWeb, osMac);
            check(userAgent, "NetManage", brChameleon, osWin);
            check(userAgent, "Netsurfer", brNetsurfer, osNEXT);
            check(userAgent, "GNNworks", brGNN, osWin);
            check(userAgent, "InterNotes", brNotes, osUnknown);
            check(userAgent, "Emissary", brEmissary, osUnknown);
            check(userAgent, "PipeMacWeb", brPipeMacWeb, osMac);
            check(userAgent, "InternetMCI", brMCI, osUnknown);
            check(userAgent, "Quarterdeck", brQuarterdeck, osUnknown);
            check(userAgent, "NCSA Mosaic for the X ", brNCSA, osUnixUnknown);
            if( check(userAgent, "eworldbrowser", brEWorld, osMac) ) {
                if( userAgent.Find("68K") >= 0 )
                    os = osMac68;
                else if( userAgent.Find("PPC") >= 0 )
                    os = osMacPPC;
                uniqueness = uNo;
                domainType = dtEWorld;
            }
            else if( check(userAgent, "PRODIGY", brProdigy, osUnknown) ) {
                uniqueness = uNo;
                domainType = dtProdigy;
            }
            else if( check(userAgent, "Delphi", brDelphi, osUnknown) ) {
                uniqueness = uNo;
                domainType = dtDelphi;
            }
            else if( browser == brUnknown ) {
                TRACE("unknown useragent: %s\n", (const char *) userAgent);
                liftOS(userAgent);
            }
        }

        if( userAgent.Find("via proxy") >= 0 ) {
            proxy = TRUE;
            if( uniqueness == uUnknown )
                uniqueness = uNo;
        }
      }
    }
}
```

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```
// location.cpp

#include "stdafx.h"
#include "objects.h"
#include "/d/toolkit/mapdata.h"
#include "/d/toolkit/tzutil.h"

// next line should be in tzutil.h
extern CountryTimeZoneMap mapCountryTimeZones;

struct IsDaylightSavings
{
    IsDaylightSavings()
    {
        TIME_ZONE_INFORMATION ti;
        DWORD r = GetTimeZoneInformation(&ti);
        daylightSavings = r == TIME_ZONE_ID_DAYLIGHT;
    }

    BOOL daylightSavings;
} ida;

tm* Location::userRelativeTime( time_t timeRelative )
{
    int utc_offset;
    int daylight_bias;

    if( country == 256 ) {
        if( !getStateTimeZoneInfo(state, utc_offset, daylight_bias) )
            return FALSE;
    }
    else if( country == 0 ) {
        return FALSE;
    }
    else {
        DWORD dwBias;
        if( !mapCountryTimeZones.Lookup(country, dwBias) )
            return FALSE;

        utc_offset = LOWORD(dwBias);
        daylight_bias = HIWORD(dwBias);
    }

    time_t ttTime;

    //
    // if timeRelative == 0, this assumes that they want the time
    // relative to the current time
    ttTime = timeRelative;
    if (!ttTime)
    {
        time(&ttTime);
    }

    if( ida.daylightSavings && daylight_bias != TZ_BIAS_UNDEFINED )
        ttTime += daylight_bias * 60 * 60;
    else
        ttTime += utc_offset * 60 * 60;

    return gmtime(&ttTime);
}
```

```
// getrequest.cpp
//

#include "stdafx.h"
#include "etretrea.h"
#include "afxmem.h"
#include "d/toolkit/sock.h"
#include "getrequest.h"
#include "remembread.h"
#include "d/toolkit/iaf_util.h"
#include "log.h"
#include "status.h"
#include "d/toolkit/crit.h"
#include "d/toolkit/db.h"
#include "d/toolkit/dbutil.h"
#include "d/toolkit/dbpool.h"

extern CriticalSection faet;
//extern Database iafmain;

extern ofstream errLog;
extern int activity;

extern const char *browserNames[];

const char *progName = "AdSvr";

void message(const char *);

void recalcSI();

DWORD startLatency, endLatency;

// This used to prevent multiple concurrent FTP
// requests right now because our FTPD implementation
// only does one at a time.
//
extern HANDLE ftpMutex;

void GetRequest::service()
{
    const char *p = strchr(request, ' ');
    if( p )
        fileName = CString(request, p - request);
    else
        fileName = request;

    if( fileName.Left(4) == "/ad/" )
        sendAd((const char *) fileName + 4);
    else if( fileName.Left(9) == "/adframe/" )
        sendFrame((const char *) fileName + 9);
    else if( fileName.Left(6) == "/jump/" )
        takeJump((const char *) fileName + 6);
    else if( fileName.Left(10) == "/activity/" )
        activity((const char *) fileName + 10);
    else if( fileName.Left(7) == "/whoami" ) {
        //Crit c(faet);
        whoAmI();
    }
    else if( fileName.Left(8) == "/viewad/" ) {
        CString exFileName;
        exFileName.Format( "c:/lan/ade/%s", (LPCTSTR)fileName+8);
        sendFile( exFileName );
    }
    else if( fileName.Left(11) == "/state.htm?" ) {
        sendError(c, "404 Not Found: Results forecast moved to another server");
        //state((const char *) fileName + 11);
    }
    else if( fileName.Left(10) == "/sendinfo/" ) {
        sendInfo((const char *) fileName + 10);
        return;
    }
    else if( fileName.Left(4) == "/si_" ) {
        // send info stuff
        si_((const char *) fileName + 4);
```



```
    }
    else if( fileName.Left(9) == "/sysstate" ) {
        sysState();
    }
    else {
        const char *p = fileName;
        if( strnicmp(p, "/java/", 6) == 0 ) {
            if( strrchr(p, '..') == 0 )
                sendFile(p);
            else
                sendError(c, "404 Not Found");
        }
        else {
            if( *p == '/' )
                p++;
            if( *p == 0 ) {
                // send default
                sendFile("c:\\lan\\html\\default.htm");
                return;
            } else {
                if( !strchr(p, '/') == 0 && strchr(p, '\\') == 0 &&
                    strstr(p, "..") == 0 )
                {
                    CString f = "c:\\lan\\html\\";
                    f += p;
                    sendFile(f);
                    return;
                }
            }
            sendError(c, "404 Not Found");
        }
    }

    // Normally we adjust SI for an ad as it is delivered.
    // However, occasionally should do all ads in case one hasn't
    // been delivered but time has passed.
    static int counter;
    if( ++counter > 200 ) {     // adjust constant as traffic increases
        counter = 0;
        Crit c(faet);
        if( allFreed() ) {
            recalcSI();     // recalc SI for all ads
        }
        else {
            counter = 175;      // try again soon
        }
    }
}

const char cHeader[] =
    "HTTP/1.0 200 OK\r\nContent-Type: image/gif\r\nContent-Length: ";

// send() should commit the DB if it does any DB operations because
// the caller commits ahead of time so that the transaction won't
// remain open while the file is sent.
//
void GetRequest::send(Database& db, Ad *ad, User *u)
{
    CString hdr = cHeader;

    const BUFSIZE = 32000;
    char buf[BUFSIZE];

    Cookie sendCookie;
    if( adb != 0 ) {
        if( !u->hasCookie ) {
            if( u->cookieCapable() && !u->timedOut )
            {
                // if a user record already exists, it's probably because
                // this IP address is shared with other users (proxy, IP pool,
                // etc.)  So, we want to create another record; we don't want
                // to assign the same cookie to different people!
                u->user10 = 0;  // create new record

                // generate a cookie for the user
```

```
            u->sheaCookie = TRUE;
            u->smekePermenent(db);
            sendCookie.value = u->getID();
        }
    }

    // releese DB here so thet we don't keep e db connection occupied
    // while sending the ed
    db.commit();
    releeseToPool(&db);
}

CFile f;
int n = 0;
if( v == GET ) {
    CString s = ed->fullName();
    if( !f.Open(s, CFile::modeRead | CFile::shareDenyWrite) ) {
        message( CString("couldn't open ") + s );
        TRACE("couldn't open %s\n", (const char *) s);
        ASSERT(FALSE);
        return;
    }

    n = f.Read(buf, BUFSIZE);
    ASSERT( n != 0 && n != BUFSIZE );
}
else {
    n = getFileSize( ad->fullName() );
    // next line is a test for NCSA Mosaic MEAD
    //n = 1;
}

char temp[100];
itoa(n, temp, 10);   // content length
hdr += temp;
if( !sendCookie.isNull() ) {
    wsprintf(temp,
            "\r\nSet-Cookie: IAF=%lx; path=/; expires=Wed, 09-Nov-99 23:59:00 GMT",
            sendCookie.value);
    hdr += temp;
}

// last-modified time
hdr += "\r\nLast-Modified: " + curHTTPTime();

//test
// hdr += "\r\nPragma: no-cache";

hdr += "\r\n\r\n";

endLatency = GetTickCount();

c->write( (const char *) hdr, hdr.GetLength() );
if( v == GET )
    c->write(buf, n);
}

// diagnostic
void GetRequest::saysState()
{
    static char *typeStrs[] = {
        "Normal",
        "Test",
        "Banner",
        "Jen Dev" };


    CString hdr =
        "HTTP/1.0 200 OK\r\nContent-Type: text/html\r\nContent-Length: ";
    char buf[32000];
    *buf = 0;
    strstream text(buf, 32000, ios::out);

    // fill content
    text << "<html><body bgcolor=#ffffff>\r\n";
```



```
    text << "<h1>System State</h1><p>";
    text << "<table border=1 cellpadding=3>";
    text << "<tr><td><b>Type</b></td><td><b>Sl</b></td>"
    text << "<td><b>Heme</b></td><td><b>Ads Booked</b></td></tr>\n";
    text << "<td><b>Ads Sent</b></td><td><b>Ads Booked</b></td></tr>\n";

    // Get e db connection to lock the ede array so that
    // it isn't reloeded or anything while we are processing.
    Database *db = getFromPool();

    for( int i = 0; i < ede.GetSize(); i++ ) {
        Ad *ed = ede.GetAt(i);
        text << "<tr><td><e href=\"http://ad.iantargets.com/viewad/";
        text << ed->fileName.MakeLower();
        ed->fileName.MakeLower();
        text << ad->fileName << "\"> " << ad->fileName << "</td>";
        text << "<td>" << typeStrs[ad->type] << "</td>";
        text << "<td>" << ad->sl << "</td>";
        text << "<td>" << ed->nShown << "</td>";
        text << "<td>" << ad->maxImpressions << "</td></tr>\n";
    }

    releeseToPool(db);

    text << "</table>";
    text << "</body></html>";

    int n = text.pcount();
    char temp[100];
    itoa(n, temp, 10);   // content length
    hdr += temp;
    hdr += "\r\n\r\n";

    c->write( (const char *) hdr, hdr.GetLength() );
    c->write(buf, n);
}

// diagnostic
void GetRequest::whoAmI()
{
    Database &db = *getFromPool();

    User *user = User::lookupUser(db, userIP, request);
    user->lookupAncillaryInfo(db);

    CString hdr =
        "HTTP/1.0 200 OK\r\nContent-Type: text/html\r\nContent-Length: ";
    char buf[32000];
    *buf = 0;
    strstream text(buf, 32000, ios::out);

    // fill content
    text << "<html><body bgcolor=#ffffff><h1><IMG SRC=\"ianlogos.gif\" ALIGN=\"BOTTOM\">User In=
    text << "<pre>";
    user->describe(db, text);
    text << "</pre></body></html>";

    int n = text.pcount();
    char temp[100];
    itoa(n, temp, 10);   // content length
    hdr += temp;
    hdr += "\r\n\r\n";

    c->write( (const char *) hdr, hdr.GetLength() );
    c->write(buf, n);

    delete user;
    releaseToPool(&db);
}

// diagnostic
void GetRequest::jumpingWhere(const char *from)
{
    ASSERT(FALSE);
    // fix for multi-db conns
/*
    User *user = User::lookupUser(userIP, request, FALSE);
```

```
Ad *ad = Ad::findSentTo(user, from);

if( ad == 0 ) {      // fix!
   delete user;
   return;
}

SitePage *page = SitePage::lookupPage(from, request);

CString hdr =
   "HTTP/1.0 200 OK\r\nContent-Type: text/html\r\nPragma: no-cache\r\nContent-Length: ";
char buf[32000];
*buf = 0;
strstream text(buf, 32000, ios::out);

// fill content
text << "<html><body><h1>Jump Redirect</h1>";
text << "<pre>";
text << "jumping from document " << from << "\r\n";
text << "       would jump to: "
text << "<a href=\"" << (const char *) ad->jumpTo << "\">"
     << (const char *) ad->jumpTo << "</a>\r\n\r\n";
                    ad: " << (const char *) ad->fullName() << "\r\n\r\n";
text << "
CString fn = ad->fileName;
text << "<center><img src=\"/"
     << (const char *) fn
     << "\">";
text << "</pre></body></html>";

int n = text.pcount();
char temp[100];
itoa(n, temp, 10);   // content length
hdr += temp;
hdr += "\r\n\r\n";

c->write( (const char *) hdr, hdr.GetLength() );
c->write(buf, n);

logJump(ad, user, page);

delete page;
delete ad;
delete user;
*/
}

void GetRequest::sendFrame(const char *from)
{
   CString s = "HTTP/1.0 200 OK\r\nContent-Type: text/html\r\n";
   s += "\r\n<HTML><BODY><CENTER><a href=\"http://206.4.219.5/jump/";
   s += from;
   s += "\"><img src=\"http://206.4.219.5/ad/";
   s += from;
   s += "\"></center></html>";   // Width=468 Height=60
   c->write( (const char *) s, s.GetLength() );
}

void GetRequest::activity(const char *activityStr)
{
   // go ahead and send for best response time
   sendFile("c:\\ian\\html\\dot.gif");

   BOOL bad = FALSE;

   // send the file first
   ActivityType type;
   CString siteKey;
   BOOL ok = TRUE;
   switch( *activityStr )
   {
      case 'a':
         type = Interest;
         break;
      case 'i':
```



```
         type = InfoRequest;
         break;
      case 's':
         type = Sale;
         break;
      default:
         ok = FALSE;
   }

   if( ok ) {
      const char *p = activityStr + 1;
      if( *p != '/' )
         ok = FALSE;
      else {
         p++;
         const char *q = strchr(p, '/');
         if( q == 0 )
            ok = FALSE;
         else
            siteKey = CString(p, q - p);
      }
   }

   if( ok ) {
      Database *db = getFromPool();
      User *user = User::lookupUser(*db, userIP, request);
      DWORD advertiserID = 0;
      // todo: fix if not assigned a user ID. (use IP)?
      if( user->userID != 0 ) // if not from IAN, skip logging
      {
         Cursor c(*db);
         c.bind(SQL_C_LONG, &advertiserID, sizeof(advertiserID));
         char sql[1024] = "select id from advertisers where sitekey=";
         addValueLeql, siteKey, FALSE);
         c.exec(sql);
         ok = c.fetchNext();
      }

      db->commit();

      if( ok ) {
         ++activity;
         if( advertiserID != 0 )
            logActivity(user, advertiserID, type);

      }

      delete user;
      releaseToPool(db);
   }

   if( !ok ) {
      message( CString("invalidate activity str: ") +
               CString(activityStr).Left(80) );
      sendError(c, "404 Not Found");
//    }
}

void GetRequest::sendAd(const char *from)
{
   if( from && strnicmp(from, "www.", 4) == 0 )
      from += 4;

   Database *db = getFromPoolTimeout();

   static DWORD lastFTP;
   startLatency = GetTickCount();

   User *user;
   SitePage *page;
   Ad *ad;

   user = User::lookupUser(*db, userIP, request, TRUE, TRUE);
   if( db == 0 ) {
      page = 0;
   }
```

```
    else {
      page = SitePage::lookupPage(*db, from, request);
    }
    ad = Ad::getAd(*db, user, page, v == GET);

// if( v == GET) {
//    TRACE("get %s\n", from);
// }

    static int randCutoff = 0; //RAND_MAX / 4;

    BOOL doFTP = !user->tempUserObject() &&
      !user->ftpTried && user->uniqueness >= uLikely && !user->proxy &&
      user->ftpTried < TRUE && (startLatency - lastFTP > 6000);
      rand() < randCutoff && (startLatency - lastFTP > 60000);
    DWORD dw;
    if( doFTP )
      dw = WaitForSingleObject(ftpMutex, 0);
    if( doFTP && dw != WAIT_FAILED && dw != WAIT_TIMEOUT ) {

      lastFTP = startLatency;

      // Remember that we're doing FTP for user.  Only do once.
      user->ftpTried = TRUE;
      user->updateFTPTried(*db);

      // Redirect
      CString s = "Location: ";
      s += "ftp://206.4.219.6/";
      char buf[10];
      wsprintf(buf, "%lx", user->getID());
      s += buf;
      s += "/";
      CString fn = ad->getFileName();
      s += (const char *) fn;

      errLog << "Trying FTP\n";
      errLog << "  user " << user->getID() << '\n';
      errLog << "  browser " << browserNames[(int) user->browser] << '\n';
      errLog << "  url " << s << '\n';

      s += "\r\n";
      sendError(c, "302 Moved Temporarily", s);

      VERIFY( ReleaseMutex(ftpMutex) );

      logAdSend(ad, user, page);

      errLog.flush();

      db->commit();
      releaseToPool(db);
    }
    else
    {
      //t.cs.leave();
      send(*db, ad, user);    // this function calls releaseToPool()
      //t.cs.enter();
      if( v == GET ) {
        static int counter;
        if( ++counter & 2 )
          ad->calcSI();     // update SI every 4 or so deliveries

        rememberSend(ad, user, from);
        logAdSend(ad, user, page);
        if( user->timedOut ) {
          if( db == 0 )
            poolTimeOuts++;
          else
            timeOuts++;
        }

        // state
        c->close();    // flush send
        DWORD endSend = GetTickCount();
        int    sendLatency = endSend - startLatency;
```



```
        addSendTimeWas(endSend - startLatency);
      }
    }

// delete ad;
   delete page;
   delete user;
}

void GetRequest::takeJump(const char *_from)
{
   Database &db = *getFromPool();

// jumpingWhere(from);
// return;

   User *user = User::lookupUser(db, userIP, request, FALSE);

   if( _from && strnicmp(_from, "www.", 4) == 0 )
     _from += 4;

   CString from;
   {
     const char *p = strchr(_from, '?');
     if( p == 0 ) {
       from = _from;
       char buf[512];
       wsprintf(buf, "no iamap id: %s", user == 0 ? 999 : (int) user->browser, (const char *
       message(buf);
     }
     else
       from = CString(_from, p - _from);
   }

   Ad *ad = Ad::findSentTo(user, from);
   SitePage *page = SitePage::lookupPage(db, from, request);

   //t.cs.leave();
   CString s = "Location: ";
   s += ad->jumpTo;// + "?from="+f";
   s += "\r\n";
   sendError(c, "301 Moved Permanently", s);
   c->close();
   //t.cs.enter();

   // Must do this so activity will be logged properly.
   // See GetRequest::activity().
   user->makePermanent(db);

   logJump(ad, user, page);

   delete page;
   delete ad;
   delete user;
   db.commit();
   releaseToPool(&db);
}
```

```
// objects.cpp

#include "stdafx.h"

//-------------------------------------------------------------------------

const char *uniqueNames[] = {
   "Unknown", "No", "Unlikely", "Likely", "Yes"
};

const char *browserNames[] = {
   "Unknown",
   "Netscape",
   "NCSA Mosaic",
   "AOL Browser",
   "HotJava",
   "Microsoft",
   "OmniWeb",
   "Lynx",
   "NetCruiser",
   "IBM WebExplorer",
   "AIR Mosaic/Spry Mosaic",
   "MacWeb",
   "NetManage Chameleon",
   "Netsurfer",
   "Enhanced Mosaic",
   "sworld Browser",
   "Prodigy Browser",
   "Delphi Browser",
   "CMP Browser",
   "InterMotas",
   "Hallagong/ATN Emissary",
   "PipeMacWeb",
   "InternetMCI",
   "Quarterdeck Mosaic"
};

const char *osNames[] = {
   "Unknown",
   "Win16",
   "Win32",
   "Windows",
   "Vista5",
   "WinNT",
   "OS/2",
   "Macintosh",
   "Mac 68k",
   "Mac PowerPC",
   "Unix (brand unknown)",
   "Unix (other)",
   "Unix (Sun)",
   "Unix (Linux)",
   "Unix (HPI)",
   "Unix (AIX)",
   "Unix (OSF1",
   "Unix (IRIX)",
   "NEXT",
   "Unix (SGI)"
};

const char *domainTypeNames[] = {
   "Unknown",
   "Commercial", "Education", "Government",
   "Military", "K-12", "Foreign", "Networks",
   "Organizations",

   0,

   "AOL",
   "Prodigy",
   "Compuserve",
   "Delphi",
   "sworld",
   "MSN",
   "DowJones",
```



```
   "Genie",

   0,0,0,0,0,0,0,
   "Reserved for ISP Names"
};

const char *ISPNames[] = {
   "ISP",
   "NetCom",
   "PSI",
   "UUNet",
   "Advantis",
   "Concentric Research Corp.",
   "CRL",
   "MCI",
   "Portal Information Network"
};

const char *salesStr[] = {
   "unknown",
   "$1 - $49,999",
   "$50,000 - $99,999",
   "$100,000 - $249,999",
   "$250,000 - $499,999",
   "$500,000 - $999,999",
   "$1 million - $4,999,999",
   "$5 million - $9,999,999",
   "$10 million - $49,999,999",
   "$50 million - $499,999,999",
   "$500 million - $999,999,999",
   "$1 billion and over"
};

const char *empStr[] = {
   "unknown",
   "1 - 4",
   "5 - 9",
   "10 - 14",
   "15 - 19",
   "20 - 49",
   "50 - 99",
   "100 - 499",
   "500 - 999",
   "1,000 and over",
};

const char *genderStr[] = {
   "unknown",
   "Male",
   "Female"
};

const char *timeStr[] = {
   "12am-1am",
   "1am-2am",
   "2am-3am",
   "3am-4am",
   "4am-5am",
   "5am-6am",
   "6am-7am",
   "7am-8am",
   "8am-9am",
   "9am-10am",
   "10am-11am",
   "11am-12pm",
   "12pm-1pm",
   "1pm-2pm",
   "2pm-3pm",
   "3pm-4pm",
   "4pm-5pm",
   "5pm-6pm",
   "6pm-7pm",
   "7pm-8pm",
   "8pm-9pm",
   "9pm-10pm",
```

```
    "10pm-11pm",
    "11pm-12am"
};

const char *dowStr[] = {
    "Sunday",
    "Monday",
    "Tuesday",
    "Wednesday",
    "Thursday",
    "Friday",
    "Saturday"
};

#if !defined(_JUSTSTRINGS)

#include <strstrea.h>
#include <fstream.h>
#include "winsock.h"
#include "objects.h"
#include "tables.h"
#include "/d/toolkit/iaf_util.h"
#include "/d/toolkit/db.h"
#include "/d/toolkit/dbutil.h"
#include "/d/derive/sqlderive.h"
#include "/d/newederive/sig.h"
#include "remembrad.h"

extern ofstream errLog;

extern Ad *badKeyErrorAd;

int nextAd = 0;

#if !defined(_DERIVE)
int mAds[];
#endif
extern Ad *defaultAd;

//-----------------------------------------------------------------------------
// User

BOOL User::cookieCapable() const
{
    // todo: add new version of Internet Explorer

    return browser == brNetscape &&
      (bVer3 >= 1 ||
      bVer1 > 1);
}

void User::deriveDomainTypeFromBrowser()
{
    switch( browser ) {
        case brAOL:
            domainType = dtAOL;
            break;
        case brEWorld:
            domainType = dtEWorld;
            break;
        case brProdigy:
            domainType = dtProdigy;
            break;
        case brDelphi:
            domainType = dtDelphi;
            break;
        default:
            ;
    };
}

DWORD User::getID() const
{
```



```
    return userID;
}

User::User()
{
    timedOut = FALSE;
    userID = 0;
    uniqueness = uUnknown;
    ip = 0;
    browser = brUnknown;
    bVer1 = bVer2 = 0;
    os = osUnknown;
    domainType = dtUnknown;
// for( int i = 0; i < MAXSICS; i++ )
//     sicCode[i] = 0;
    nEmployees = 0;
    salesVolume = 0;
    proxy = FALSE;
    isNetworkDescription = FALSE;
    ftpTried = FALSE;
    hasCookie = FALSE;
}

void User::describe(Database& db, strstream& text)
{
    in_addr ipAddr = (in_addr&) ip;
    text << "<b>ip:                </b>"
         << (int) ipAddr.S_un.S_un_b.s_b1 << '.'
         << (int) ipAddr.S_un.S_un_b.s_b2 << '.'
         << (int) ipAddr.S_un.S_un_b.s_b3 << '.'
         << (int) ipAddr.S_un.S_un_b.s_b4 << "\r\n";

    gender = ' ';
    if( !emailAddr.IsEmpty() ) {
      // get name/gender
      Cursor c(db);
      CString g,f,l;
      c.bind(g);
      c.bind(f);
      c.bind(l);
      Signature s;
      s.email = emailAddr;
      s.l.pullEmail();
      if( !s.l.domain.IsEmpty() ) {
          char sql[1024] = "select gender,fname1,lname1 from listings where emailname=";
          addValue(sql, s.l.emailname, FALSE);
          strcat(sql," and domain=");
          addValue(sql, s.l.domain, FALSE);

          c.exec(sql);
          if( c.fetchNext() ) {
            if( g.GetLength() )
              gender = g.GetAt(0);
            name = f + ' ' + l;
            cap(name);
          }
      }
      db.commit();
    }

    text << "<b>unique:          </b>" << uniqueNames[uniqueness] << "\r\n";
    text << "<b>cookie:          </b>" << (hasCookie ? "Yes" : "No") << "\r\n";
    text << "<b>browser:         </b>" << browserNames[browser] << "\r\n";
    text << "<b>browser ver:     </b>" << (int) bVer1 << '.' << (int) bVer2 << "\r\n";
    text << "<b>os:              </b>" << osNames[os] << "\r\n";
    text << "<b>domain type:     </b>" << domainTypeNames[domainType] << "\r\n";
    text << "<b>proxy:           </b>" << (proxy ? "Yes" : "No") << "\r\n";
    text << "<br>";
    text << "<b>name:            </b>" << name << "\r\n";
    text << "<b>title:           </b>" << title << "\r\n";
    text << "<b>state:           </b>" << location.state << "\r\n";
    text << "<b>zip code:        </b>" << location.zipCode << "\r\n";
    text << "<b>area code:       </b>" << location.areaCode << "\r\n";
    text << "<b>phone:           </b>" << phone << "\r\n";
    text << "<b>e-mail:          </b>" << emailAddr << "\r\n";
```

```
    text << "<b>location:    </b>";
    if( location.country == 356 ) {
        text << "USA";
    } else {
        text << "country #" << location.country;
    }
    text << "\r\n";

    text << "<b>job function:</b>" << "\r\n";
    text << "<b>gender:      </b>";
    if( gender == 'm' || gender == 'M' )
        text << "Male";
    else if( gender == 'f' || gender == 'F' )
        text << "Female";
    else
        text << '?';
    text << "\r\n";
    text << "<hr>";

    Domain *d = Domain::lookupDomain(ip);
    if( d == 0 ) {
        text << "<i>No company information available.</i>";
    }
    else {
        text << "<b>domain name: </b>" << (const char *) d->domain << "\r\n";      //domainName
        text << "<b>bus. name:   </b>" << (const char *) d->name <<"\r\n";
        text << "<b>address:     </b>" << (const char *) d->address[0] << "\r\n";
        text << "<b>address:     </b>" << (const char *) d->address[1] << "\r\n";
        for( int i = 1; i < NADDR; i++ ) {
            if( id->address[i].isEmpty() ) {
                text << "                " << (const char *) d->address[i] << "\r\n";
            }
        }

        text << "<b>contact:     </b>" << (const char *) d->contact[0] << "\r\n";
        for( i = 1; i < NCONTACT; i++ ) {
            if( id->contact[i].isEmpty() ) {
                text << "                " << (const char *) d->contact[i] << "\r\n";
            }
        }

        text << "<b>industries:  </b>\r\n";
        {
            sicCodes.reset();
            SICCode *sc;
            while( sicCodes.getNext(sc) ) {
                text << "                " << sc.asTextPullyPadded() << "\r\n";
            }
        }

//      for( i = 0; i < MAXSICS; i++ )
//          if( d->sicCodes[i] )
//              text << d->sicCodes[i] << ' ';
//

        text << "\r\n<b>no. empl.:   </b>";
        if( nEmployees )
            text << nEmployees;
        else
            text << "less than 25 (unknown)";
        text << "\r\n";
        text << "<b>revenue:     </b>";
        if( salesVolume )
            text << salesVolume;
        else
            text << "less than $1MM (unknown)";
        delete d;
    }

    text << "<hr>";
    text << "<b>You are interested in the following:</b>\r\n\r\n";
    text << "#interest Level  Category  Description\r\n";
    text << "---------- -------- ----------------------------------------------------\r\n";
    text << "
    {
        DWORD level;
        CString category;
```



```
        CString desc;
        Cursor cid(db);
        c.bind(SQL_C_LONG, &level, 4);
        c.bind(category);
        c.bind(desc);
        char sql[512];
        wsprintf(sql,
"select interest_level,category.name from interests,user_interests\
 where interests.id=interest_id and user_id=%ld\
 order by interest_level DESC", userId);
        c.exec(sql);
        while( c.fetchNext() ) {
            char buf[32];
            wsprintf(buf, "%1ld  ", level);
            text << buf;
            text << category << "  " << desc << "\r\n";
        }
        db.commit();
    }
}

void User::_getNetworkInfo(Database& db, BOOL *timedOut)
{
    if( ip == 0 ) {
        ASSERT(FALSE);
        return;
    }

// if( domainType != dtUnknown ) {
//     // we do dt from header info
//     // if )SP/OSP, location and sales, etc. don't apply.
//     // if we have done a tracert, location does apply.
//     // for IEPs/OSPs,
//     if( domainType != dtNetcom )  // did tracert for netcom
//         return;
// }

    // Note: do the following for all domain types to at least get country.

    NetworkNumber n;
    n = justNetworkNumber(ip);

    char buf[256] =
        "select domain_type,sales.num_employees,sic.country,state,zipcode,areacode from networks\
    Cursor c(db);
    if( domainType < dtAOL ) {
        c.bind(SQL_C_LONG, &domainType, sizeof(domainType));
        c.bind(SQL_C_LONG, &salesVolume, sizeof(salesVolume)); salesVolume = 0;
        c.bind(SQL_C_LONG, &nEmployees, sizeof(nEmployees)); nEmployees = 0;
        sicCodes.bind(c);
    } else {
        strcpy(buf, "select country,state,zipcode,areacode from networks where netnumber=");
    }
    strcat( buf, n.sqlStr() );

    c.bind(SQL_C_LONG, &location.country, sizeof(location.country));
    c.bind(location.state);
    c.bind(&location.zipCode);
    c.bind(SQL_C_LONG, &location.areaCode, sizeof(location.areaCode));
    if( timedOut != 0 )
        c.setTimeOut(1);
    c.exec(buf);
    if( c.timedOut() )
        *timedOut = TRUE;
    else
        c.fetchNext();

    if( uniqueness == uUnknown && (int) domainType >= (int) dtAOL )
        uniqueness = uUnlikely;

    if( domainType >= dtAOL ) {
        salesVolume = 0;
        nEmployees = 0;
        sicCodes.makeNull();
        if( domainType != dtNetcom && domainType != dtISPother ) {
```

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```
        // don't know location, except country
        location.state.Empty();
        location.city.Empty();
        location.zipCode.Empty();
        location.areaCode = 0;
    }
  }
  else {
    siteCodes.checkNull();
  }
}

#if !defined(_DERIVE)

const char cCookie[] = "Cookie:";

void User::liftVer(const char *verStr)
{
  int v1 = 0, v2 = 0;
  sscanf(verStr,
    "%d.%d", &v1, &v2);
  bVer1 = v1;
  bVer2 = v2;
}

/*
User* User::_lookupUserById(DWORD userID)
{
  User *u = new User;
  return u;
}

User* User::_lookupUserByAddress(DWORD ip)
{
  DWORD userID = networkNodeTable.getUserID(ip, FALSE);
  if( userID == 0 ) {
    // Try to get domain info at least.  Note: if user is uniquely
    // identifiable, derive data process will create a record for the
    // user as soon as it gets a chance.
    userID = networkNodeTable.getUserID(justNetworkNumber(ip), TRUE);
  }
  if( userID ) {
    return _lookupUserById(userID);
  }
  return 0;
}
*/

extern defaultAdaMode;

User* User::lookupUser(Database& db, DWORD ip, const char *requestHdr, BOOL loadDemographics, *

{
  BOOL _timedOut = adb == 0;
  BOOL *tmout = realTime ? &_timedOut : 0;

  //-------------------------------------------------------
  // get cookie for lookup

  Cookie cookie;

  const char *ck = strstr(requestHdr, cCookie);
  if( ck )
    cookie.getFromHeader(ck, "IAF");

  //-------------------------------------------------------
  // lookup

  User *u = 0;

  if( !cookie.isNull() ) {
    if( _timedOut ) {
      u = new User;
      u->uniqueness = uYes;
      u->ip = ip;
      u->userID = cookie.value;
      u->timedOut = TRUE;
```



```
    }
    else {
      // lookup by cookie
      u = _lookupUserByID(db, cookie.value, tmout);
      if( u ) {
        u->uniqueness = uYes;
        u->ip = ip;
      }
      else {
        if( defaultAdaMode ) {
          // db conn down
          u = new User;
          u->uniqueness = uYes;
          u->ip = ip;
          u->userID = cookie.value;
        } else {
          // Couldn't find user record, we will need to
          // assign a new cookie.  Do not load by IP, because
          // we don't want this user sharing a record
          // with others without cookies.
          //
          // Note: generally, this shouldn't happen.
          cookie.value = 0;
        }
      }
    }
  }
  else if( !_timedOut ) {
    u = _lookupUserByAddress(db, ip, tmout);
    if( u ) {
      u->ip = ip;
      u->hasCookie = FALSE;
    }
  }

  if( u == 0 ) {
    // make a default user object
    u = new User;
    //u->uniqueness = uNo;
    u->ip = ip;
    u->timedOut = _timedOut;
  }

  u->headerDerive(requestHdr);

  if( !cookie.isNull() )
    u->hasCookie = TRUE;

  if( loadDemographics && !_timedOut )
    u->_getNetworkInfo(db, realTime ? &u->timedOut : 0);

  return u;
}

//-------------------------------------------------------------------------
// SitePage

Ad* Ad::findSentTo(User *user, const char *fromDoc)
{
  DWORD adNum = queryAdSent(user, fromDoc);

  for( int i = 0; i < nAds(); i++ ) {
    Ada ad = *ada.Get(i);
    if( ad.id == adNum )
      return new Ad(ad);
  }

  if( badKeyErrorAd && adNum == badKeyErrorAd->id )
    return badKeyErrorAd;

  if( user->uniqueness == uLikely ) {
#if defined(errLog)
    errLog << "findSentTo failed uniqueness=likely\n";
    errLog << "  user: " << user->userID << '\n';
    errLog << "  from doc: " << fromDoc << '\n';
```

```
    errlog.flush();
#endif
    }
    // temp: just return first Ad (LISP)
    //return new Adl adm_Element(0) );
    return new Adl -default=Ad );
// return 0;
}
#endif
#endif
```

```
// cookie.cpp
//

#include "stdafx.h"
#include "objects.h"

//--------------------------------------------------------------------------
// Cookie

const Cookie& Cookie::operator=(const char *s)
{
    sscanf(s, "%lx", &value);
    return *this;
}

/*static*/
Cookie Cookie::alloc(DWORD userID)
{
    ASSERT( userID != 0 );
    Cookie k;
    k.value = userID;
    return k;
}

// Get value for a particular cookie name from the HTTP header
//   hdr - points to the Cookie: field in the header
//
void Cookie::getFromHeader(const char *hdr, const char *name)
{
    hdr += 7;   // skip "Cookie:"

    const char *p = strchr(hdr, '\r');
    if( p ) {
        CString nm = name;
        nm += "=";
        const char *q = strstr(hdr, nm);
        if( q && q < p )
            *this = q + nm.GetLength();
    }
}
```

```
// match.cpp
//
// Ad Matching!
//

#include "stdafx.h"
#include "objects.h"
#include "d/toolkit/db.h"
#include "d/toolkit/dbutil.h"

extern Ad *defaultAd;
extern Ad *badKeyErrorAd;

extern int nextAd;

int nAds();

// Returns TRUE if this location is in region.
//
BOOL Location::in(const Region& region)
{
   if( region.country != 0 && country != region.country )
      return FALSE;

   if( region.areaCode != 0 && areaCode != region.areaCode )
      return FALSE;

   if( !region.state.IsEmpty() && stricmp(state, region.state) != 0 )
      return FALSE;

   if( region.zipCode.IsEmpty() )
      return TRUE;

   // zip
   CString myZip = zipCode.Left(5); // strip zip+4 for now
   CString regZip = region.zipCode.Left(5);
   CString regZipEnd = region.zipEnd.Left(5);

   if( regZipEnd.IsEmpty() )
      return regZip == myZip;

   return myZip >= regZip && myZip <= regZipEnd;
}

BOOL Ad::exposuresOK(Database& db, User *user)
{
   seriesNext = 0;

   if( frequency == 0 || &db == 0 )
      return TRUE;

   int n;
   BOOL found;
   {
      if( user->getID() == 0 ) {
         TRACE("userId=0?\n");
         return FALSE;
      }

      Cursor c(db);
      c.bind( SQL_C_LONG, &n, sizeof(n) );
      char sql[512] = "select exposures from exposures where ad_id=";
      addValue(sql, id, FALSE);
      strcat(sql, " and user_id=");
      addValue(sql, user->getID(), FALSE);
      c.exec(sql);
      found = c.fetchNext();
   }
   if( found ) {
      if( n >= frequency )
         return FALSE;

      seriesNext = n + 1;

      char sql[1024] =
```



```
         "update exposures set exposures=exposures+1 where ad_id=";
      addValue(sql, id, FALSE);
      strcat(sql, " and user_id=");
      addValue(sql, user->getID(), FALSE);
      db.exec(sql);

      return TRUE;
   }

   char sql[1024] =
      "insert exposures values(";
   addValue(sql, id);
   addValue(sql, user->getID(), FALSE);
   strcat(sql, ",1)");
   db.exec(sql);

   return TRUE;
}

// Note: any matching required for nontargeted ads can be placed here,
//       since this function is called for both targeting and untargeted
//       ads.
//
BOOL Ad::spreadOK(SitePage *sitepage)
{
   // is start time met?
   if( !started ) {
      time_t now;
      if( time(&now) < startTime )
         return FALSE;
      started = TRUE;
   }

   // impressions OK?
   if( nShown >= maxImpressions && maxImpressions != 0 )
      return FALSE;

   if( !isSpreadEvenly() && ai >= 1120 )
      return FALSE;

   if( !targetSites.IsEmpty() ) {
      if( sitepage == 0 )
         return FALSE;
      BOOL v;
      BOOL found = targetSites.Lookup(sitepage->siteID, v);
      if( includeSites ) {
         // if we have pages to target too, ok if site
         // doesn't match (check if page does next).
         if( !found && !targetPages.IsEmpty() )
            return FALSE;
      } else if( found )
         return FALSE;
   }

   return TRUE;
}

// Does user and site match this ad's criteria?
BOOL Ad::matches(User *user, SitePage *sitepage)
{
   if( !targetPages.IsEmpty() ) {
      if( sitepage == 0 )
         return FALSE;
      BOOL v;
      BOOL found = targetPages.Lookup(sitepage->id, v);
      if( includePages ) {
         if( !found )
            return FALSE;
      }
      else if( found )
         return FALSE;      // excluding this page
   }

   // Operating system
   DWORD o = 1 << (int) user->os();
```

```
    if( (o & os) == 0 )
      return FALSE;

    // Browser
    o = 1 << ((int) user->browser);
    if( (o & browser) == 0 )
      return FALSE;

    // DomainType
    int userISP = 0;
    int dt = (int) user->domainType;
    if( dt >= (int) dtISPOther ) {
      userISP = dt - (int) dtISPOther + 1;
      dt = 0;

      // ISP
      o = 1 << userISP;
      if( (o & isp) == 0 )
        return FALSE;
    }
    else {
      o = 1 << dt;
      if( (o & domainType) == 0 )
        return FALSE;
    }

    // location
    if( locations != 0 ) {
      if( userISP )                 // if ISP, don't know location (yet)
        return FALSE;

      BOOL ok = FALSE;
      for( int i = 0; i < nLocations; i++ ) {
        if( user->location.in( locations[i] ) ) {
          ok = TRUE;
          break;
        }
      }
      if( !ok )
        return FALSE;
    }

    // hour of day / day of week
    if( hourOfDay != 0xFFFFFFFF || daysOfWeek != 0x7f ) {
      tm *t;
      if( isAbsoluteTime() ) {
        // EST time relative
        time_t now;
        time(&now);
        t = localtime(&now);
      }
      else {
        t = user->location.userRelativeTime();
        if( t == 0 )
          return FALSE;
      }
      if( !hoursOfDay & (1 << t->tm_hour)) == 0 )
        return FALSE;
      if( !daysOfWeek & (1 << t->tm_wday)) == 0 )
        return FALSE;
    }

    // aslas
    if( salesVolume != 0x7fffffff ) {
      o = 1 << user->salesVolume;
      if( (o & salesVolume) == 0 )
        return FALSE;
    }

    // # empioyaas
    if( nEmployees != 0x7fffffff ) {
      o = 1 << user->nEmployees;
      if( (o & nEmployees) == 0 )
        return FALSE;
    }
```



```
  // SIC
  if( nSICCodes ) {
    BOOL ok = FALSE;
    int i = 0;
    while( 1 ) {
      if( i >= nSICCodes ) {
        // no match
        return FALSE;
      }
      SICCode& pattern = sicCodes[i];
      user->sicCodes.reset();
      SICCode *sc;
      while( user->sicCodes.getNext(sc) ) {
        if( pattern.matches(sc) ) {
          ok = TRUE;
          break;
        }
      }
      if( ok )
        break;
      i++;
    }
  }

  // Site and page categories
  // Do last, because this is expensive (disk hit)
  if( !siteCategories.isEmpty() ) {
    BOOL v;
    if( sitepage == 0 )
      return FALSE;
    sitepage->loadCategories();
    for( int i = 0; i < sitepage->categories.GetSize(); i++ )
      if( siteCategories.Lookup(sitepage->categories.GetAt(i), v) )
        return TRUE;
    return FALSE;
  }

  return TRUE;
}

inline BOOL Ad::criteriaOK(Database& db, User *user, SitePage *page)
{
  return spreadOK(page) &&
      (!isTargeted() ||
       (matches(user, page) && exposuresOK(db, user))
      );
}

// todo: if reload ads, need to handle the fact that
//       one may still be in use and can't just delete.
//       (Crit sect released during sending of file.)
//
Ad* Ad::getAd(Database& db, User *user, SitePage *page, BOOL increment)
{
  const SIMAX = 1000000;

  if( user->uniqueness < uLikely )
    return defaultAd;

  if( page == 0 ) {
    if( badKeyErrorAd )
      return badKeyErrorAd;
    ASSERT(FALSE);
  }

  if( increment )
    nextAd = (nextAd + 1) % nAds();

  int lowestSI;
  Ad *adLowestSI;

  const int start = nextAd;

  // Do a test ad, if appropriate.  Always do these first so that
```

```
// a truly random distribution is used for them rather then
// leftovers.
static int tmpCounter;
if( ++tmpCounter % 4 == 0 ) {        // just try every 4 to save CPU
   // test ad avail?
   lowestSI = 1051;
   int i = start;
   while( 1 ) {
      Ads ad = *ads.GetAt(i);
      if( ad.type == Test && ad.si < lowestSI && ad.criteriaOK(db, user, page) )
      {
         lowestSI = ad.si;
         adLowestSI = &ad;
      }
      i = (i + 1) % nAds();
      if( i == start )
         break;
   }
   if( lowestSI <= 1050 )
      return adLowestSI;
}

lowestSI = SIMAX;
adLowestSI = defaultAd;

// Check remnants first.  This way, we don't
// have to do ad matching for any targeted ads
// with high SI's.
//
int i = start;
while( 1 ) {
   Ads ad = *ads.GetAt(i);
   if( ad.type == Normal && !ad.isTargeted() && ad.si < lowestSI && ad.spreadOK(page) )
   {
      lowestSI = ad.si;
      adLowestSI = &ad;
   }

   i = (i + 1) % nAds();
   if( i == start )
      break;
}

// this is temp; eventual all placemants will have book rates
// you'll want to remove this to get better performance (no ad matching
// if remnant has worst SI).
static int counter;
if( ++counter & 1 ) {
   // for ads with no booking amount.
   // allow a targeted ad to run sometimes
   if( lowestSI == 1100 )
      lowestSI++;
}

   // for ads where we don't care about # impressions,
   // bias in favor of targeted
//    if( lowestSI == 1100 )
//       lowestSI++;

// todo later: if ads are sorted by si (lowest first),
//             you can quit matching as soon as you find
//             one.  Could be a good optimization.

// do targated
i = start;
while( 1 ) {
   Ads ad = *ads.GetAt(i);
   if( ad.type == Normal && ad.isTargeted() &&
       ad.si < lowestSI &&
       ad.spreadOK(page) &&
       ad.matches(user, page) &&
       ad.exposuresOK(db, user) )
   {
      // found a good one
      lowestSI = ad.si;
```



```
      adLowestSI = &ad;
   }

   i = (i + 1) % nAds();
   if( i == start )
      break;
}

if( lowestSI > 1400 ) {
   // do either a barter ad or an ian dev ad
   static int counter;
   if( ++counter % 5 == 0 ) {
      // do an ian dev ad
      i = start;
      while( 1 ) {
         Ads ad = *ads.GetAt(i);
         if( ad.type == IanDev && ad.criteriaOK(db, user, page) ) {
            // found a good one
            adLowestSI = &ad;
            break;
         }
         i = (i + 1) % nAds();
         if( i == start )
            break;
      }
   }
   else {
      // do barter
      lowestSI = SIMAX;
      i = start;
      while( 1 ) {
         Ads ad = *ads.GetAt(i);
         if( ad.type == Barter &&
             ad.si < lowestSI &&
             ad.criteriaOK(db, user, page) ) {
            // found a good one
            adLowestSI = &ad;
            lowestSI = ad.si;
         }
         i = (i + 1) % nAds();
         if( i == start )
            break;
      }
   }
}

return adLowestSI;
}
```

```
// request.cpp
//

#include "stdafx.h"
#include "/d/toolkit/sock.h"
#include "request.h"
#include "/d/toolkit/iof_util.h"

#if defined(_CONSOLE)
#include <fstream.h>
#endif

#if defined(_IAP)
extern ofstream *outLog;
void impression();
#endif

extern CString gratuitous;

Request::Request(
    Connection *_c,
    Verb _v,
    const char *_raquest,
    const sockaddr_in& from) :
      c(_c), request(_raquest), v(_v)
{
    userIP = from.sin_addr.s_addr;
}

int spider = 0;

BOOL Request::sendFile(const char *fileName, const char *insertStr)
{
#if defined(_IAP)
  *outLog << "-end " << fileName << ' ' << inet_ntoa( (in_addr&) userIP ) << '\n';
#endif

    const char insertChar = '~';
    BOOL isSpider = FALSE;

    CString hdr = "HTTP/1.0 200 OK\r\nContent-Type: ";
    if( strstr(fileName, ".class") != 0 ) {
      hdr += "application/java\r\nContent-Length: ";
    }
    else if( strstr(fileName, ".gif") != 0 ) {
      hdr += "image/gif\r\nContent-Length: ";
    } else {
      hdr += "text/html\r\nContent-Length: ";
#if defined(_IAP)
      impression();
#endif
        int gnt = 0;
        if( strstr(request, "-Agent: Lycos") != 0 )
            gnt = 1;
         if( strstr(request, "InfoSeek Robot") != 0 )
          gnt = 2;
        if( strstr(request, "-Agent: WebCrawl") != 0 )
            gnt = 3;

        if( gnt )
        {
            isSpider = TRUE;
            spider++;
            #if defined(_CONSOLE)
            cout << "********** Robot " << gnt << " **********\n";
            #endif
        }
    }

    const BUFSIZE = 138000;
    char buf[BUFSIZE + 2G0];
    CFile f;
    CFileException fe;
```



```
    if( v == GET || v == POST ) {
        if( !f.Open(fileName, CFile::modeRead | CFile::shareDenyWrite, &fe) ) {
            if( fe.m_cause == CFileException::accessDenied )
                sendError(c, "404 Not Found (Access Denied)");
            else if( fe.m_cause == CFileException::sharingViolation )
                sendError(c, "404 Not Found (Sharing Violation)");
            else
                sendError(c, "404 Not Found");
            return FALSE;
        }
        n = f.Read(buf, BUFSIZE);
    }
    else {
        isSpider = FALSE;

        // HEAD
        n = getFileSize(fileName);
        if( n == 0 ) {
            sendError(c, "404 Not Found");
            return FALSE;
        }
    }
    ASSERT( n != 0 && n != BUFSIZE );

    char *p = buf;
    if( insertStr ) {
        while( 1 ) {
            p = strchr(p, insertChar);
            if( p == 0 )
                break;
            int l = strlen(insertStr);
            memmove(p + l, p + 1, strlen(p+1));
            memcpy(p, insertStr, l);
            p += l;
            n += l;
        }
    }

    if( isSpider ) {
        if( gratuitous.IsEmpty() ) {
        #if defined(_CONSOLE)
            cout << "gratuitous empty. (?)\n";
        #endif
        }
        else {
            buf[n] = 0;
            char *p = strstr(buf, "</BODY");
            if( p ) {
                for( int i = 0; i < 20; i++ ) {
                    strcpy(p, gratuitous);
                    p += gratuitous.GetLength();
                }
                strcpy(p, "</BODY></HTML>");
                n = (p - buf) + 14;
            }
            else {
            #if defined(_CONSOLE)
                        cout << "/body?\n";
            #endif
            }
        }
    }

    char temp[100];
    itoa(n, temp, 10);   // content length
    hdr += temp;
    hdr += "\r\n\r\n";

    c->write( (const char *) hdr, hdr.GetLength() );
    if( v == GET || v == POST )
        c->write(buf, n);

    return TRUE;
}
```

```
void Request::service()
{
   const char *p = strchr(request, ' ');
   if( p )
      fileName = CString(request, p - request);
   else
      fileName = request;

   {
      const char *p = fileName;
      if( *p == '/' )
         p++;
      if( *p == 0 ) {
         // send default
         //sendFile("k:\\my documents\\internet address finder\\iafmain.htm");
#if defined(_IAF)
         sendFile("c:\\iaf\\html\\iafmain.htm");
         return;
#endif
      } else {
         if( strchr(p, '\\') == 0 && strstr(p, "..") == 0 ) {
            if( strchr(p, '/') != 0 ) {
               CString f = "c:\\ian\\";
               f += p;
               sendFile(f);
               return;
            }
            else
            {
#if defined(_IAF)
               CString f = "c:\\iaf\\html\\";
#elif defined(_MANAGE)
               CString f = "c:\\ian\\manage\\";
#else
               ASSERT(FALSE);
               CString f = "jshldf";
               //CString f = "k:\\my documents\\ad federation\\";
#endif
               f += p;
               sendFile(f);
               return;
            }
         }
      }
      sendError(c, "404 Not Found");
   }
}

void Request::sendInternalError()
{
   sendError(c, "500 Internal Server Error");
}
```

```
// remembarad.cpp
//

#include "stdafx.h"
#include "objects.h"
#include "rememberad.h"
#include "d/toolkit/hashwf.h"
#include "d/toolkit/crit.h"

const SZ = 107311;

// this is a test
static int cr;
#define INCRIT { ASSERT(cr++==0); cr++; }
#define OUTCRIT { ASSERT(cr--==1); cr--; }

void message(const char *);

extern CriticalSection fast;

struct Key
{
   DWORD userID;
   DWORD fromHash;

   BOOL operator==(const Key& k) const
   {
      return userID == k.userID && fromHash == k.fromHash;
   }

   void setID(User *u)
   {
      if( u->userID )
         userID = u->userID;
      else
         userID = u->ip;
   }

   void setFrom(const char *from)
   {
      fromHash = hashwf(from);
   }
};

UINT HashKey(Key key)
{
   return key.userID ^ key.fromHash;
   // default identity hash - works for most primitive values
// return ((UINT)(void*)(DWORD)key) >> 4;
}

struct Value
{
   DWORD adSent;
   DWORD time;
};

class Memory
{
public:
   Memory() : sent(100)
   {
      sent.InitHashTable(SZ);
   }

   void remember(Key& k, DWORD adID);
   DWORD lookup(Key& k);

private:
   void purge();

   CMap<Key, Key&, Value, Value&> sent;
} memory;

// todo: fix
```



```
// todo: nonunique hashes
//
//DWORD hash(const char *from, User *u)
//{
// char buf[10];
// wsprintf( buf, "%lx", u->getID() );
// char *m = buf;
// m += from;
// return hashwf(m);
//}

void Memory::remember(Key& k, DWORD adID)
{
   static int count;
   if( ++count > 1000 ) {
      count = 0;
      purge();
   }

   Value v;
   v.adSent = adID;
   v.time = ::GetTickCount();
   sent.SetAt(k, v);
}

DWORD Memory::lookup(Key& k)
{
   Value value;
   if( sent.Lookup(k, value) ) {
      return value.adSent;
   }
   return 0;
}

void Memory::purge()
{
   const LIMIT = 1000 * 60 * 60 * 24;      // too much?

   if( sent.GetCount() > SZ ) {
      message("remember map > SZ");
   }

   DWORD now = ::GetTickCount();
   POSITION p = sent.GetStartPosition();
   while( p ) {
      Key k;
      Value v;
      sent.GetNextAssoc(p, k, v);
      if( now - v.time > LIMIT )
         sent.RemoveKey(k);
   }
}

void rememberSend(Ad *ad, User *u, const char *fromDoc)
{
   Crit c(fast);
// INCRIT
   Key k;
   k.setID(u);
   k.setFrom(fromDoc);
   memory.remember(k, ad->id);
// OUTCRIT
}

DWORD queryAdSent(User *u, const char *fromDoc)
{
   Crit c(fast);
// INCRIT
   Key k;
   k.setID(u);
   k.setFrom(fromDoc);
   DWORD d = memory.lookup(k);
// OUTCRIT
   return d;
}
```

```
// sqldb.cpp
//
#include "stdafx.h"
#include <fstream.h>
#include "objects.h"
#include "/d/toolkit/db.h"
#include "/d/toolkit/laf_util.h"
#include "/d/toolkit/dbutil.h"
#include "/d/toolkit/dbpool.h"
#include "/d/toolkit/crit.h"

// this ad displayed if a bad altekey is encountered
const CBadKeyAdID = 49;

extern CritlcalSection fast;

Database lafmain;
void message(const char *);

BOOL defaultAdsMode = FALSE;

static int utcOfs;
static void localToUCT(time_tt t)
{
    t += utcOfs;
}

// This is temporary.  Used for non-unique users.
// Eventually will be smarter about what to send to
// these users.
Ad *defaultAd = 0;

Ad *badKeyErrorAd = 0;

typedef CArray<Ad *, Ad *> AdArray;

BOOL loadAds(AdArray& ads,
             DWORD advertiserID,     // 0=all
             BOOL forTarget=0,       // if forTargeting, update Ad::targetSites to reflect
                                     //   site exclusions
             BOOL activeOnly,        // active=1 only
             BOOL includeExpired,    // include where enddate has past or where all delivered
             BOOL newestFirst,       // order from newest to oldest
             DWORD siteID = 0);

BOOL openSQLDB()
{
    lafmain.open();
    openDBPool();

// if( !lafmain.open() )
//     return FALSE;
//
// if( !openDBPool() )
//     return FALSE;

// if( !lafmain.Open(0, FALSE, FALSE,
//                   "ODBC;DSN=laf;UID=sa;PWD=",
//                   /*FALSE/, TRUE) )
//     return FALSE;

    if( !loadAds(ads, 0, TRUE, TRUE, FALSE, FALSE) )
        return FALSE;

    return TRUE;
}

void reloadAds()
{
    BOOL ok = FALSE;
    message("waiting to reload ads...");
    AfxGetApp()->m_pMainWnd->invalidate();
    AfxGetApp()->m_pMainWnd->UpdateWindow();
    while( 1 ) {
```



```
        {
            Crit c(fast);
            if( allFreed() ) {
                for( int i = 0; i < ads.GetSize(); i++ ) {
                    delete ads.GetAt(i);
                    ads.RemoveAll();
                    defaultAd = 0;
                    ok = loadAds(ads, 0, TRUE, TRUE, FALSE, FALSE);
                }
                break;
            }
        }
        Sleep(50);
    }
    if( ok )
        message("Ad reload completed OK");
    else
        message("Ad reload failure!");
}

// note: this isn't getting called yet
void closeSQLDB()
{
    lafmain.close();
}

//-------------------------------------------------------------------------------
// Ads

AdArray ads;

class AdCursor : public Cursor
{
public:
    AdCursor()
    {
        bind(SQL_C_LONG, &ad.id, 4);
        bind(SQL_C_LONG, &ad.type, sizeof(ad.type));
        bind(SQL_C_LONG, &ad.os, sizeof(ad.os));
        bind(SQL_C_LONG, &ad.browser, sizeof(ad.browser));
        bind(SQL_C_LONG, &ad.domainType, sizeof(ad.domainType));
        bind(SQL_C_LONG, &ad.isp, sizeof(ad.isp));
        bind(ad.fileName);
        bind(ad.jumpTo);
        bind(SQL_C_LONG, &ad.frequency, sizeof(ad.frequency));
        bind(SQL_C_LONG, &ad.imageSeries, sizeof(ad.imageSeries));
        bind(SQL_C_LONG, &ad.maxImpressions, sizeof(ad.maxImpressions));
        bind(SQL_C_LONG, &ad.nShown, sizeof(ad.nShown));
        bind(SQL_C_LONG, &ad.startTime, sizeof(ad.nShown));
        bind(SQL_C_LONG, &ad.endTime, sizeof(ad.nShown));
        bind(SQL_C_LONG, &ad.flags, sizeof(ad.flags));
        bind(SQL_C_LONG, &ad.hoursOfDay, sizeof(ad.hoursOfDay));
        bind(SQL_C_LONG, &ad.daysOfWeek, sizeof(ad.daysOfWeek));
        bind(SQL_C_LONG, &ad.nEmployees, sizeof(ad.nEmployees));
        bind(SQL_C_LONG, &ad.salesVolume, sizeof(ad.salesVolume));
        bind(SQL_C_LONG, &ad.active, sizeof(ad.active));
        bind(ad.adDescription);
        bind(SQL_C_LONG, &ad.maxAmount, sizeof(ad.maxAmount));
        bind(ad.zzPONumber);
        bind(SQL_C_LONG, &ad.approved, sizeof(ad.approved));
        bind(SQL_C_LONG, &ad.nJumps, sizeof(ad.nJumps));
    }

    Ad ad;
};

// ... TODO!!! This function is not thread-safe.
void recalcSI()
{
    for( int i = 0; i < ads.GetSize(); i++ ) {
        Ads ad = *ads.GetAt(i);
        ad.calcSI();
    }
}
```

DC 069508

HIGHLY CONFIDENTIAL

```
static void makeDefaultAds(AdArray& ads)
{
    ifstream defAds("c:\\ian\\default_ads.txt");
    if( !defAds.is_open() ) {
        ASSERT(FALSE);
        return;
    }

    message("db connection failed, using default_ads.txt");
    defaultAdsMode = TRUE;

    while( 1 ) {
        char fn[128];
        char jumpTo[128];
        *fn = 0;
        defAds >> fn >> jumpTo;
        if( *fn == 0 )
            break;

        Ads ad = *(new Ad);
        defaultAd = &ad;
        time_t now;
        ad.startTime = time(&now) - 60 * 60 * 24 * 15;
        ad.endTime = now + 60 * 60 * 24 * 15;
        ad.fileName = fn;
        ad.jumpTo = jumpTo;
        ads.Add(&ad);
    }
}

BOOL loadAds(AdArray& ads,
        DWORD advertiserID,     // 0=all
        BOOL forTargeting,      // if forTergating, update Ad::targetSites to reflect
                                //   site axclusions
        BOOL activeOnly,        // active=1 only
        BOOL includeExpired,    // includa where enddata has past or where all delivered
                                //   (for managament and raporting...)
        BOOL newestFirst,       // order from newest to oldest
        DWORD approveSiteID)    // excluda ads tha spacified site has approved
{
    // calc tima zona adjustment
    CTime t = CTime::GetCurrentTime();
    tm gmt, local;
    t.GetGmtTm(&gmt);
    t.GetLocalTm(&local);
    if( local.tm_hour > gmt.tm_hour )
        gmt.tm_hour += 24;
    uctOffs = (gmt.tm_hour - local.tm_hour) * 60 * 60;

    ads.SetSize(0, 64);

    DWORD active = 1;
    getConfigValue("Active", active);
    dbCursor rs;
    char sql[2000] =
        "select id,type,os,browser,domainType,isp,filename,jumpto,frequency,image_series,\
max_impressions,d_shown,datediff(ss, '1/1/70', start_time),datediff(ss, '1/1/70', end_time),\
max_impressions,d_shown,datediff(ss, '1/1/70', start_time),datediff(ss, '1/1/70', end_time),\
flags,hours_of_day,days_of_week,employees,sales,active,description,max_amount,po_number,\
approved,n_jumps from placements";

    BOOL where = FALSE;

    if( !includeExpired ) {
        strcat( sql, " where (max_impressions=0 or n_shown<max_impressions) and \
(end_time=null or end_time>=getdate())");
        where = TRUE;
    }

    if (activeOnly)
    {
        if( where ) {
            strcat(sql, " and");
        } else
```

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```
            where = TRUE;
            strcat(sql, " where");
        }
        strcat( sql, " active= " );
        addValue(sql, active, FALSE);
    }

    if( advertiserID ) {
        if( where ) {
            strcat(sql, " and");
        } else {
            where = TRUE;
            strcat(sql, " where");
        }
        strcat(sql, " advertiser=");
        addValue(sql, advertiserID, FALSE);
    }

    if( approveSiteID ) {
        if( where ) {
            strcat(sql, " and");
        } else {
            where = TRUE;
            strcat(sql, " where");
        }
        strcat(sql, " not exists (select * from approved where site_id=");
        addValue(sql, approveSiteID, FALSE);
        strcat(sql, " and ad_id=id)");
    }

    if( newestFirst ) {
        strcat(sql, " order by id desc");
    }

    rs.exec(sql);

    while( 1 ) {
        // defaults in case null
        rs.ad.flags = 0;

        if( !rs.fetchNext() )
            break;

        // if for debug, don't load.  You can make this test a registry
        // setting if you like so that you can load debug records, or
        // add a cmd line setting.
        if( !rs.ad.isProduction() )
            continue;

//          if( rs.isNull(12) ) {
//              time_t now;
//              rs.ad.startTime = time(&now);
//              rs.ad.endTime = rs.ad.startTime + 60 * 60 * 24 * 30;
//          }
//          else {
//              localToUCT(rs.ad.startTime);
//              localToUCT(rs.ad.endTime);
//          }
        if( rs.isNull(12) ) {
            // ad server needs fake times for now...
            if( forTargeting ) {
                time_t now;
                rs.ad.startTime = time(&now) - 60 * 60 * 24 * 15;
                rs.ad.endTime = now + 60 * 60 * 24 * 15;
            }
            else {
                rs.ad.startTime = rs.ad.endTime = 0;
            }
        }
        else {
            localToUCT(rs.ad.startTime);
            localToUCT(rs.ad.endTime);
        }
```

```
    Ad *ad = new Ad(re.ad);
    ad->calcSize();
    if( ad->id >= cBadKeyAdID && forTargeting ) {
        delete badKeyErrorAd;
        badKeyErrorAd = ad;
    }
    else {
        ads.Add(ad);
        if( defaultAd == 0 && ad->type != Ad::Text && !ad->isTargeted() )
            defaultAd = ad;
    }
}

isfmain.commit();

// load sites to include/exclude
for( int i = 0; i < ads.GetSize(); i++ ) {
    Ads ad = *ads.GetAt(i);
    if( !ad.isTargeted() )
        continue;
    DWORD siteID;
    BOOL include;
    Cursor c;
    c.bind( SQL_C_LONG, &siteID, sizeof(siteID) );
    c.bind( SQL_C_LONG, &include, sizeof(include) );
    char sql[512] = "select site_id,include from placement_sites where ad_id=";
    addValue(sql, ad.id, FALSE);
    c.exec(sql);
    int n = 0;
    while( c.fetchNext() ) {
        if( ad.targetSites.isEmpty() ) {
            ad.targetSites.initHashTable(37);
            ad.includeSites = include;
        }
        ad.targetSites.SetAt(siteID, TRUE);
        n++;
    }
    if( n > 31 ) {
        message("increase Ad::targetSites hash size");
    }
}

if( forTargeting ) {
    // Load site exclusions of placements.  If exclude this ad.
    // and Ad::includeSites is TRUE, remove site from map.  If
    // exclude this ad, and Ad::includeSites is FALSE, add this
    // site to the map.
    for( int i = 0; i < ads.GetSize(); i++ ) {
        Ads ad = *ads.GetAt(i);
        DWORD siteID;
        Cursor c;
        c.bind(SQL_C_LONG, &siteID, sizeof(siteID));
        char sql[512] = "select site_id from placement_banned where ad_id=";
        addValue(sql, ad.id, FALSE);
        c.exec(sql);
        while( c.fetchNext() ) {
            if( ad.targetSites.IsEmpty() ) {
                ad.targetSites.InitHashTable(37);
                ad.includeSites = FALSE;   // exclude
            }
            if( ad.includeSites ) {
                ad.targetSites.RemoveKey(siteID);
                if( ad.targetSites.GetCount() == 0 ) {
                    // since map is empty, will go to all sites.
                    //   which is wrong.  Deactivate.
                    ad.startTime = ad.endTime = 0;
                    message( CString("error, no sites allowed for ") + ad.fileName );
                }
            } else
                ad.targetSites.SetAt(siteID, TRUE);
        }
    }
}
```



```
// load pages to include/exclude
for( i = 0; i < ads.GetSize(); i++ ) {
    Ads ad = *ads.GetAt(i);
    if( !ad.isTargeted() )
        continue;
    DWORD pageID;
    BOOL include;
    Cursor c;
    c.bind( SQL_C_LONG, &pageID, sizeof(pageID) );
    c.bind( SQL_C_LONG, &include, sizeof(include) );
    char sql[512] = "select page_id,include from placement_pages where ad_id=";
    addValue(sql, ad.id, FALSE);
    c.exec(sql);
    int n = 0;
    while( c.fetchNext() ) {
        if( !ad.targetPages.IsEmpty() ) {
            ad.targetPages.InitHashTable(37);
            ad.includePages = include;
        }
        ad.targetPages.SetAt(pageID, TRUE);
        n++;
    }
    if( n > 31 ) {
        message("increase Ad::targetPages hash size");
    }
}

// load site/page categories
for( i = 0; i < ads.GetSize(); i++ ) {
    Ads ad = *ads.GetAt(i);
    if( !ad.isTargeted() )
        continue;
    DWORD interestID;
    Cursor c;
    c.bind( SQL_C_LONG, &interestID, sizeof(interestID) );
    char sql[512] = "select interest_id from placement_sitecats where ad_id=";
    addValue(sql, ad.id, FALSE);
    c.exec(sql);
    int n = 0;
    while( c.fetchNext() ) {
        if( ad.siteCategories.IsEmpty() ) {
            ad.siteCategories.InitHashTable(37);
        }
        ad.siteCategories.SetAt(interestID, TRUE);
        n++;
    }
    if( n > 31 ) {
        message("increase Ad::siteCategories hash size");
    }
}

// load size
for( i = 0; i < ads.GetSize(); i++ ) {
    Ads ad = *ads.GetAt(i);
    if( !ad.isTargeted() )
        continue;

    int n = 0;
    {
        Cursor c;
        c.bind(SQL_C_LONG, &n, sizeof(n));
        char sql[512] = "select count(*) from placement_sizes where ad_id=";
        addValue(sql, ad.id, FALSE);
        c.exec(sql);
        if( !c.fetchNext() )
            continue;
        if( n == 0 )
            continue;
        if( n > 100 )
            message("->100 SIZe targeted");
    }

    Cursor c;
    CString size;
    c.bind(size);
```

```
    char sql[512] = "select siccode from placement_sics where ad_id=";
    addValue(sql, ad.id, FALSE);
    c.exec(sql);
    SICCode *s = 0;
    while( c.fetchNext() ) {
      stripSpaces(sic);
      if( s == 0 ) {
        // to do: count the # of SICs first, and allocate that number
        //        rather than 50
        s = new SICCode[n];
        ad.sicCodes = s;
      }
      *s = sic;
      if( ++ad.nSICCodes == n ) {
        ASSERT( !c.fetchNext() );
        break;
      }
      s++;
    }
  }

  // load regional
  for( i = 0; i < ads.GetSize(); i++ ) {
    Region *l = 0;
    Ad &ad = *ads.GetAt(i);
    if( !ad.isTargeted() )
      continue;

    int n = 0;
    {
      Cursor c;
      c.bind(SQL_C_LONG, &n, sizeof(n));
      char sql[512] = "select count(*) from placement_locations where ad_id=";
      addValue(sql, ad.id, FALSE);
      c.exec(sql);
      if( !c.fetchNext() )
        continue;
      if( n == 0 )
        continue;
      if( n > 100 )
        message(">100 locations targeted");
    }

    Cursor c;
    WORD country;
    CString state, zip;
    int areaCode;
    c.bind(SQL_C_LONG, &country, sizeof(country));
    c.bind(state);
    c.bind(zip);
    c.bind(SQL_C_LONG, &areaCode, sizeof(areaCode));
    char sql[512] = "select country,state,zipcode,areacode from placement_locations where ad=
    addValue(sql, ad.id, FALSE);
    c.exec(sql);
    areaCode = 0;
    while( c.fetchNext() ) {
      if( l == 0 ) {
        l = new Region[n];
        ad.locations = l;
      }
      l->country = country;
      l->state = state;
      l->zipCode = zip;
      l->areaCode = areaCode;
      if( ++ad.nLocations == n ) {
        ASSERT( !c.fetchNext() );
        break;
      }
      l++;
      areaCode = 0;
    }
  }

  jafmain.commit();
```



```
  if( ads.GetSize() == 0 && forTargeting ) {
    // db connection down, use some default ads
    makeDefaultAds(ads);
  }

  if( defaultAd == 0 ) {
    TPACE("no default ad\n");
    message("no default ad");
  }

  return ads.GetSize() != 0 && defaultAd != 0;
}
```

```
// server.cpp
//

#include "stdefx.h"
#include <fatrasm.h>
#include "servar.h"
#include "/d/toolkit/sock.h"
#include "/d/toolkit/mapdata.h"
#include "/d/toolkit/tutil.h"
#if defined(_ADSVR)
#include "getrequest.h"
#include "tables.h"
 gi4 message(const char *);
#elif defined(_IAF)
#include "request.h"
#include "iafrequest.h"
void qrburga();
void message(const char *) { }
#else
#include "request.h"
#include "mgmtrequest.h"
void message(const char *) { }
#endif

#include "/d/toolkit/crit.h"
extern CriticalSection fast;

const char cHTTPVer[] = "HTTP/1.0 ";
const char cContentLen[] = "Content-Length: ";
const char cErrHeader[] = "<h1>Error ";
const char cErrTrailer[] = "</h1>";
const char cContentHTML[] = "Content-Type: text/html\r\n";

extern int nListenerThreads;

ofstream errLog;

void sendError(Connection *c, const char *msg, const char *headerField)
{
   char buf[10];

   CString s = cHTTPVer;
   s += msg;
   s += "\r\n";
   s += cContentHTML;
   if( headerField )
      s += headerField;
   s += cContentLen;
   int len = strlen(msg) + strlen(cErrHeader) + strlen(cErrTrailer);
   s += itoa(len, buf, 10);
   s += "\r\n\r\n";
   s += cErrHeader;
   s += msg;
   s += cErrTrailer;

   c->write( (const char *) s, s.GetLength() );
}

BOOL addressOK(const sockaddr_in& from)
{
   if( from.sin_addr.S_un.S_un_b.s_b1 == 206 &&
       from.sin_addr.S_un.S_un_b.s_b2 == 4 &&
       from.sin_addr.S_un.S_un_b.s_b3 == 219 )
   {
      // IAF network
      return TRUE;
   }

   return FALSE;
}

void serviceRequest(Connection *c, const sockaddr_in& from)
{
// if( !addressOK(from) )
//    return;
```



```
   const BUFLEN = 32768;
   char buf[BUFLEN];
   buf[1] = 0;                          // total n bytes read
   int n = 0;
   const char *p = buf;                 // Content-length
   int countDown = 0;
   Connection::ReadError err = Connection::OK;
   while( 1 ) {
      int toRead = BUFLEN - n - 1;
      int nRead = c->sread(buf + n, toRead, err);
      n += nRead;
      buf[n] = 0;
      if( countDown ) {
         countDown -= nRead;
         if( countDown <= 0 )
            break;
      }
      if( nRead == 0 ) {
         // error
         break;
      }
      const char *p;
      if( (p = strstr(buf, "\r\n\r\n")) != 0 ) {
         const char *cl = strstr(buf, "Content-Length:");

         if (!cl)
            cl = strstr(buf, cContentLen);

         if( cl ) {
            cl += 15;
            sscanf(cl, "%ld", &countDown);
//          countDown -= strlen(p + 4);     // decrement by what we've already got
            countDown -= n - ((p + 4) - buf); // decrement by what we've already got
            if( countDown > 0 )
               continue;
         }
         break;
      }
   }

   Verb v = UNKNOWN;
   const char *r = buf;
   if( strnicmp(buf, "get ", 4) == 0 ) {
      v = GET;
      r += 4;
   } else if( strnicmp(buf, "head ", 5) == 0 ) {
      v = HEAD;
      r += 5;
   } else if( strnicmp(buf, "post ", 5) == 0 ) {
      v = POST;
      r += 5;
   }

   if( v == UNKNOWN ) {
      if( *buf == 0 ) {
         sendError(c, "400 Bad Request");
         if( buf[1] != 0 ) {
            message("empty request, buf:");
         }
         else if( err == Connection::TimeOut ) {
            message("empty request, timeout");
         }
         else if( err == Connection::ReadErr ) {
            message("empty request, readerr");
         }
         else {
            message("empty request, err=OK?");
         }
      }
      else {
         sendError(c, "501 Not Implemented");
      }
      return;
   }
```

```
#if defined(_IAP)
   IAPRequest gr(c, v, r, from);
#elif defined(_ADSVR)
   QmcRequest gr(c, v, r, from);
#else
   HgmcRequest gr(c, v, r, from);
#endif
   gr.service();
}

ListenerJr *listener = 0;

ta::l: nThread = 0;
int maxThreads = 1;

UINT listenerThread(LPVOID)
{
   static DWORD ad = GetTickCount();
   srand( ad++ );

   while( 1 ) {
      sockaddr_in from;
      Connection *c = listener->waitForConnection(from);
      if( c ) {
         {
            Crit c((fast);
            int x = ++nThread;
            if( x > maxThreads )
               maxThreads = x;
         }
         serviceRequest(c, from);
         delete c;
         {
            Crit c((fast);
            nThread--;
#if defined(_IAP)
            if( nThread == 0 ) {
               // idle
               qrPurge();
            }
#endif
         }
      }
   }

   return 0;
}

BOOL startServer()
{
#if defined(_ADSVR)
   if( !openTables() ) {
      AfxMessageBox("Error opening tables");
      return FALSE;
   }

   if( !initWinsock() ) {
      return FALSE;
   }

   mapStateInit();
   initCountryTimeZoneTable();
#endif

#if 0
   {
      // TEMP!
      Connection c;
      if( c.connect("www.microsoft.com", 80) ) {
         c.write("GET /asdf HTTP/1.0\r\n\r\n", 22);

         while( 1 ) {
            char buf[256];
            int n = c.read(buf, 255);
```



```
            if( n ) {
               buf[n] = 0;
               TRACE("%s", buf);
            }
            else
               break;
         }
      }
      return TRUE;
   }
#endif

#if defined(_PORT)
   int   port = _PORT;
#else
   int   port = 80;
#endif
   listener = new Listener(port);
   if( listener->ok() ) {

#if defined(_ADSVR)
      errLog.open("c:/ian/errlog.txt",
                  ios::out | ios::app,
                  filebuf::sh_read);
      ASSERT( errLog.is_open() );
      errLog << "------ ad server started\n"; errLog.flush();
#endif

      for( int i = 0; i <nListenerThreads; i++ ) {
         Sleep(100); // (dam) this is a test; sometimes it doesn't listen right, just a hunch
         AfxBeginThread( listenerThread, 0 );
      }
   }
   else
      ASSERT(FALSE);

   return TRUE;
}
```

```
// users.cpp
//

#include "stdafx.h"
#include "objects.h"
#include "/d/toolkit/db.h"
#include "/d/toolkit/laf_util.h"
#include "/d/toolkit/dbutil.h"

/* implementation for hash tables
User* User::_lookupUserBy(D(DWORD user(D)
{
   User *u = new User;
   return u;
}

User* User::_lookupUserByAddress(DWORD ip)
{
   DWORD userID = networkNodeTable.getUserID(ip, FALSE);
   if( userID == 0 ) {
      // Try to get domain info at least.  Note: if user is uniquely
      // identifiable, derive data process will create a record for the
      // user as soon as it gets a chance.
      userID = networkNodeTable.getUserID(justNetworkNumber((p), TRUE);
   }
   if( userID ) {
      return _lookupUserByID(userID);
   }
   return 0;
}
*/

class UserCursor : public Cursor
{
public:
   UserCursor(Database& db, User *_u) : Cursor(db),
      u(_u) { }

   // just gets field that aren't derivable from request header
   void minimalBind()
   {
      bind( SQL_C_LONG, &u->tpTried, sizeof(BOOL) );
      bind( SQL_C_LONG, &u->hasCookie, sizeof(BOOL) );
   }

   User  *u;
};

void User::lookupAncillaryInfo(Database& db)
{
   if( userID == 0 ) {
      return;
   }

   Cursor c(db);
   char sql[128];
   wsprintf(sql, "select email from users where id=%ld", userID);
   c.bind(emailAddr);
   c.exec(sql);
   c.fetchNext();
   db.commit();
}

User* User::_lookupUserByID(Database& db, DWORD userID, BOOL *timedOut)
{
   User *u = new User;
   UserCursor c(db, u);
   c.minimalBind();
   char sql[128];

   wsprintf(sql, "select tcp_tried,has_cookie from users where id=%ld", userID);
   if( timedOut != 0 )
      c.setTimeOut(1);
   c.exec(sql);
```



```
   if( c.timedOut() ) {
      *timedOut = TRUE;
      delete u; u = 0;
   }
   else if( c.fetchNext() ) {
      u->userID = userID;
   } else {
      delete u;
      u = 0;
   }

   return u;
}

User* User::_lookupUserByAddress(Database& db, DWORD ip, BOOL *timedOut)
{
   User *u = new User;
   UserCursor c(db, u);
   c.minimalBind();
   c.bind( SQL_C_LONG, &u->userID, 4 );
   char sql[128];
   wsprintf( sql, "select tcp_tried,has_cookie,id from users where ip=%s",
                  (const char *) sqlIPStr(ip) );
   if( timedOut != 0 )
      c.setTimeOut(1);
   c.exec(sql);

   if( c.timedOut() ) {
      *timedOut = TRUE;
      delete u;
      u = 0;
   }
   else if( !c.fetchNext() ) {
      delete u;
      u = 0;
   }

   return u;
}

void User::updateTPTried(Database& db)
{
   if( tempUserObject() ) {
      ASSERT(FALSE);
      return;
   }

   char buf[256];
   wsprintf(buf, "update users set tcp_tried=%d where id=%ld",
                 (tpTried ? 1 : 0, userID
                 );
   db.exec(buf);
   db.commit();
}

void User::makePermanent(Database& db)
{
   if( !tempUserObject() )
      return;

   ASSERT( name.IsEmpty() && title.IsEmpty() && emailAddr.IsEmpty() );

   // add to DB
   char buf[4096] =
      "insert users (ip,browser,bver1,bver2,os,domain_type,is_proxy,is_networkdesc,tcp_tried,h
   strcat(buf, " values (");
   addIpValue(buf, ip);
   addValue(buf, browser);
   addValue(buf, bVer1);
   addValue(buf, bVer2);
   addValue(buf, os);
   addValue(buf, domainType);
   addBool(buf, proxy);
   addBool(buf, isNetworkDescription);
   addBool(buf, tpTried);
```

```
    addBool(buf, hasCookie, FALSE);
    strcat(buf, ")");

    if( db.doInsert(buf) == 1 ) {
        Cursor c(db);
        c.bind(SQL_C_LONG, &userID, 4);

        strcpy(buf, "select max(id) from users where ip=");
        addStrValue(buf, ip, FALSE);
        c.exec(buf);

        c.fetchNext();

        ASSERT( userID != 0 );
    }

    db.commit();
}
```

```
// sitepage.cpp
//

#include "stdafaih"
#include "object4.h"
#include "/d/coolkit/db.h"
#include "/d/coolkit/iaf_util.h"
#include "/d/coolkit/dbutil.h"

void message(const char *s);

SitePage::SitePage()
{
   id = 0;
   siteID = 0;
    categorized = FALSE;
}

void SitePage::loadCategories()
{
   DWORD interestID;
   Cursor c;
   c.bind(SQL_C_LONG, &interestID, sizeof(interestID));
   char sql[1024] = "select interests_id from page_categories where page_id=";
   addValue(sql, id, FALSE);
   strcat(sql, " union all select interests_id from site_categories where site_id=");
   addValue(sql, siteID, FALSE);
   c.exec(sql);
   while( c.fetchNext() ) {
      categories.Add((interestID);
   }
}

extern BOOL defaultAdsMode;

SitePage* SitePage::lookupPage(Database& db, const char *from, const char *requestHdr)
{
   // from key format: sitekey/docname
   if( from == 0 )
      return 0;

   if( strnicmp(from, "www.", 4) == 0 )
      from += 4;

   if( *from == 0 )
      return 0;
   const char *q = strchr(from, '/');
   if( q == 0 || strlen(from) > 75 )
      return 0;

   CString key;
   {
      // truncate a unique number from the end of the key
      const char *lastSlash = strrchr(q + 1, '/');
      if( lastSlash && isdigit(lastSlash[1]) )
         key = CString(from, lastSlash - from);
      else
         key = from;
      if( key.GetLength() > 64 )
         key = key.Left(64);  // truncate to column width
   }

   SitePage *p = new SitePage;

   {
      Cursor c(db);
      c.bind(SQL_C_LONG, &p->id, 4);
      c.bind(SQL_C_LONG, &p->siteID, 4);
      c.bind(SQL_C_LONG, &p->categorized, 4);
      char sql[1024] =
         "select id,site,categorized from sitepages where keyname='";
      addValue(sql, key, FALSE);
      c.exec(sql);
      if( c.fetchNext() ) {
         return p;
```



```
      }
   }

   // Didn't find the page.  Add page if site is correct.
   {
      CString siteKey(from, q - from);
      int approved = 0;
      Cursor c(db);
      c.bind(SQL_C_LONG, &p->siteID, sizeof(p->siteID));
      c.bind(SQL_C_LONG, &approved, sizeof(approved));
      CString sql = "select id,approved from sites where keyname='";
      sql += siteKey + "\'";
      c.exec(sql);
      if( c.fetchNext() ) {
         if( approved == 0 ) {
            message( CString("unapproved site: ") + from );
         }
         else {
            p->add(db, key);
         }
      }
      else {
         delete p;
         p = 0;
         if( !defaultAdsMode )
            message( CString("unknown site: ") + from );
      }
   }

   return p;
}

void SitePage::add(Database& db, const char *keyname)
{
   char buf[512] = "insert sitepages(junk, keyname, site, categorized) values('',";
   addValue(buf, keyname);
   addValue(buf, (int) siteID);
   addValue(buf, (int) categorized, FALSE);
   strcat(buf, ")");
   if( db.exec(buf) != 1 ) {
      TRACE("error adding sitekey\n");
      CString e = "sql: ";
      e += buf;
      ASSERT(FALSE);
      TRACE(e);
      message(e);
   }

   Cursor c(db);
   id = 0;
   c.bind(SQL_C_LONG, &id, 4);
   strcpy(buf, "select id from sitepages where keyname='");
   addValue(buf, keyname, FALSE);
   c.exec(buf);
   if( !c.fetchNext() ) {
      ;
   }
}
```

```
// ad.cpp
//
#include "stdafx.h"
#include <strstrea.h>
#include <fstream.h>
#include "winoch.h"
#include "objects.h"
#include "/d/toolkit/isf_util.h"
#include "/d/toolkit/db.h"
#include "/d/toolkit/dbutil.h"
#include "/d/derive/sqlderive.h"
#include "/d/newsderive/sig.h"
#include "remembered.h"

const CString gifsRootDir = "c:\\len\\eds\\";

#if !defined(_DERIVE)
int nAds() { return ads.GetSize(); }
#endif

extern Database lefmain;

//-----------------------------------------------------------------------
// Ad

Ad::~Ad()
{
   delete[] locations;
   delete[] siCodes;
}

Ad::Ad(const Ad& ad) :
   started(ad.started),
   id(ad.id), fileName(ad.fileName), jumpTo(ad.jumpTo),
   type(ad.type), os(ad.os), browser(ad.browser),
   domainType(ad.domainType), isp(ad.isp),
   maxImpressions(ad.maxImpressions), nShown(ad.nShown),
   nLocations(ad.nLocations), nSICodes(ad.nSICodes),
   frequency(ad.frequency), imageSeries(ad.imageSeries),
   seriesNext(ad.seriesNext), startTime(ad.startTime), endTime(ad.endTime),
   si(ad.si), flags(ad.flags),
   hoursOfDay(ad.hoursOfDay), daysOfWeek(ad.daysOfWeek),
   nEmployees(ad.nEmployees), salesVolume(ad.salesVolume),
   gender(ad.gender), adDescription(ad.adDescription),
   maxAmount(ad.maxAmount), szPONumber(ad.szPONumber),
   active(ad.active), includeSites(ad.includeSites),
   includePages(ad.includePages), approved(ad.approved),
   nJumps(ad.nJumps)
{
   stripSpaces(fileName);
   stripSpaces(jumpTo);

   locations = 0;
   if( nLocations ) {
      locations = new Region[nLocations];
      for( int i = 0; i < nLocations; i++ ) {
         locations[i] = ad.locations[i];
      }
   }

   siCodes = 0;
   if( nSICodes ) {
      siCodes = new SICode[nSICodes];
      for( int i = 0; i < nSICodes; i++ ) {
         siCodes[i] = ad.siCodes[i];
      }
   }
}

void Ad::calcSI()
{
   if( maxImpressions == 0 )
      return;
```



```
   time_t t;
   DWORD totalSpan = endTime - startTime;
   if( totalSpan == 0 )
      totalSpan = 1;
   DWORD span = time(&t) - startTime; if( span == 0 ) span = 1;

   si =
    (DWORD) ((double) nShown /
        ((double) span / totalSpan) /
        maxImpressions) * 1000);
}

void Ad::shown()
{
   nShown++;

// if( nShown % 8 == 0 ) {
//    // update SI
//    calcSI();
// }
}

Ad::Ad()
{
   daysOfWeek = 0x7f;
   started = FALSE;
   flags = Production | SpreadEvenly;
   si = 1100;
   siCodes = 0;
   nSICodes = 0;
   frequency = 0;
   imageSeries = FALSE;
   id = 0;
   maxImpressions = 0;
   nShown = 0;
   nJumps = 0;
   type = Normal;
   nLocations = 0;
   locations = 0;
   gender = 0;
   maxAmount = 0;
   active = 0;
   approved = 0;
   includePages = 0;
   includeSites = 0;
   startTime = 0;
   endTime = 0;
   os = DefaultMask;
   browser = DefaultMask;
   domainType = DefaultMask;
   isp = DefaultMask;
   hoursOfDay = 0xffffff;
   nEmployees = DefaultMask;
   salesVolume = DefaultMask;
   gender = DefaultMask;
   seriesNext = 0;
}

CString Ad::getFileName()
{
   if( !imageSeries || seriesNext <= 1 )
      return fileName;

   char buf[256];
   wsprintf(buf, "%sid.gif", (const char *) fileName.Left( fileName.GetLength() - 4), seriesNex
   return buf;
}

CString Ad::fullName()
{
   return gifsRootDir + getFileName();
}

#if !defined(_ADSVR)
```

```
BOOL Ad::Book( DWORD advertiserID )
{
   char buf[1024];
   char szTime[ 10 ];

   if (!advertiserID)
   {
      ASSERT( 0 );
      return( FALSE );
   }

   //
   // If this is a barter ad, set max_impressions = to 1
   if (type == Barter)
   {
      maxImpressions = 1;
   }

   strcpy( buf, "insert placements(jumpto,max_impressions,type,os,browser,domainType,isp,frequ>
               "image_series,advertiser,flags,hours_of_day,days_of_week,employees,sales,descri>
               "max_amount,po_number,gender,active,approved,filename" );

   if (startTime)
      strcat( buf, ",start_time" );

   if (endTime)
      strcat( buf, ",end_time" );

   strcat( buf, ") values(" );

   addValue( buf, jumpTo );
   addValue( buf, maxImpressions );
   addValue( buf, type );
   addValue( buf, os );
   addValue( buf, browser );
   addValue( buf, domainType );
   addValue( buf, isp );
   addValue( buf, frequency );
   addValue( buf, imageSeries );
   addValue( buf, advertiserID );
   addValue( buf, flags );
   addValue( buf, hoursOfDay );
   addValue( buf, daysOfWeek );
   addValue( buf, nEmployees );
   addValue( buf, salesVolume );
   addValue( buf, addDescription );
   addValue( buf, maxAmount );
   addValue( buf, ssPONumber );
   addValue( buf, gender );
   addValue( buf, active );
   addValue( buf, approved );
   addValue( buf, fileName, FALSE );

   if (startTime)
   {
      strftime( szTime, 9, "%m/%d/%y", gmtime( &startTime ) );
      strcat( buf, "," );
      addValue( buf, szTime, FALSE );
   }

   if (endTime)
   {
      strftime( szTime, 9, "%m/%d/%y", gmtime( &endTime ) );
      strcat( buf, "," );
      addValue( buf, szTime, FALSE );
   }

   strcat( buf, ")" );

   if (!afmain.exec( buf ) != 1)
   {
      ASSERT( 0 );
      return( FALSE );
   }

   //
```



```
   // Get the ID of the newly added ad
   int   adID = 0;
   {
      Cursor   c;
      c.bind( SQL_C_LONG, &adID, 4 );
      strcpy( buf, "select max(id) from placements" );
      c.exec( buf );
      c.fetchNext();
      iafmain.commit();
   }

   if (!adID)
   {
      ASSERT( 0 );
      return( FALSE );
   }

   return( AddPlacemantTables( adID ) );
}

BOOL Ad::Update()
{
   //
   // To update an ad, we delete the existing ad
   // and re-book it.
   if (Remove( FALSE ))
   {
      //
      // Re-determine if the ad is targeted
      double dPerAdCost = CalculateCostPerAd();
      if (dPerAdCost == BASE_AD_COST)
      {
         flags &= Ad::Targeted;
      }
      else
      {
         flags |= Ad::Targeted;
      }

      char buf[1024];
      char szTime[ 10 ];

      strcpy( buf, "update placements set " );

      //
      // Don't update max_impressions if this is a barter ad.  REP.EXE
      // credits the placement so we don't want to overwrite the
      // barter credits
      if (type != Barter)
      {
         strcat( buf, "max_impressions=" );        addValue( buf, maxImpressions );
      }
      strcat( buf, "jumpto=" );                    addValue( buf, jumpTo );
      strcat( buf, "type=" );                      addValue( buf, type );
      strcat( buf, "os=" );                        addValue( buf, os );
      strcat( buf, "browser=" );                   addValue( buf, browser );
      strcat( buf, "domainType=" );                addValue( buf, domainType );
      strcat( buf, "isp=" );                       addValue( buf, isp );
      strcat( buf, "frequency=" );                 addValue( buf, frequency );
      strcat( buf, "image_series=" );              addValue( buf, imageSeries );
      strcat( buf, "flags=" );                     addValue( buf, flags );
      strcat( buf, "hours_of_day=" );              addValue( buf, hoursOfDay );
      strcat( buf, "days_of_week=" );              addValue( buf, daysOfWeek );
      strcat( buf, "employees=" );                 addValue( buf, nEmployees );
      strcat( buf, "sales=" );                     addValue( buf, salesVolume );
      strcat( buf, "description=" );               addValue( buf, addDescription );
      strcat( buf, "max_amount=" );                addValue( buf, maxAmount );
      strcat( buf, "po_number=" );                 addValue( buf, ssPONumber );
      strcat( buf, "gender=" );                    addValue( buf, gender );
      strcat( buf, "active=" );                    addValue( buf, active );
      strcat( buf, "approved=" );                  addValue( buf, approved );
      strcat( buf, "filename=" );                  addValue( buf, fileName );

      strcat( buf, "start_time=");
      if (startTime)
```

```
    {
        strftime( szTime, 9, "%m/%d/%y", gmtime( &startTime ) );
        addValue( buf, szTime );
    }
    else
    {
        strcat( buf, "(null)," );
    }
    strcat( buf, "end_time=" );
    if (endTime)
    {
        strftime( szTime, 9, "%m/%d/%y", gmtime( &endTime ) );
        addValue( buf, szTime, FALSE );
    }
    else
    {
        strcat( buf, "(null)" );
    }

    strcat( buf, "where id=" );
    addValue( buf, id, FALSE );

    if (!dafmain.exec( buf ) != 1)
    {
        ASSERT( 0 );
        return( FALSE );
    }

    return( AddPlacementTables( id ) );
  }

  return( FALSE );
}

BOOL Ad::AddPlacementTables( DWORD adID )
{
  char buf[1024];
  BOOL bRc = TRUE;

  while (TRUE)
  {
    ////////////////////////////////////////////////////////////////////
    // Now save the locations to the "placement_locations" table
    ////////////////////////////////////////////////////////////////////
    for (int nLoop = 0; nLoop < nLocations; nLoop++)
    {
        strcpy( buf, "insert placement_locations(" );

        if (!locations[nLoop].country)
            strcat( buf, "country," );
        if (!locations[nLoop].state.IsEmpty())
            strcat( buf, "state," );
        if (!locations[nLoop].zipCode.IsEmpty())
            strcat( buf, "zipcode," );
        if (locations[nLoop].areaCode)
            strcat( buf, "areacode," );

        strcat( buf, "ad_id) values(" );

        if (!locations[nLoop].country)
            addValue( buf, locations[nLoop].country );
        if (!locations[nLoop].state.IsEmpty())
            addValue( buf, locations[nLoop].state );
        if (!locations[nLoop].zipCode.IsEmpty())
            addValue( buf, locations[nLoop].zipCode );
        if (locations[nLoop].areaCode)
            addValue( buf, locations[nLoop].areaCode );

        addValue( buf, adID, FALSE );
        strcat( buf, ")" );

        if (!dafmain.exec( buf ) != 1)
        {
            ASSERT( 0 );
```

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```
            bRc = FALSE;
            break;
        }
    }

    ////////////////////////////////////////////////////////////////////
    // Now save the SICs to the "placement_sics" table
    ////////////////////////////////////////////////////////////////////
    for (nLoop = 0; nLoop < nSICCodes; nLoop++)
    {
        wsprintf( buf, "insert placement_sics(ad_id,siccode) values(%d,'%s')",
                  adID, sicCodes[ nLoop ].asText() );

        if (!dafmain.exec( buf ) != 1)
        {
            ASSERT( 0 );
            bRc = FALSE;
            break;
        }
    }

    ////////////////////////////////////////////////////////////////////
    // Now save the site categories to the placement_sitecats table
    ////////////////////////////////////////////////////////////////////
    POSITION pos = siteCategories.GetStartPosition();
    DWORD    dwInterestID;
    BOOL     bJunk;
    while (pos)
    {
        siteCategories.GetNextAssoc( pos, dwInterestID, bJunk );

        wsprintf( buf, "insert placement_sitecats(ad_id,interest_id) values(%d,%d)",
                  adID, dwInterestID );

        if (!dafmain.exec( buf ) != 1)
        {
            ASSERT( 0 );
            bRc = FALSE;
            break;
        }
    }

    ////////////////////////////////////////////////////////////////////
    // Now save the user interests to the placement_interests table
    ////////////////////////////////////////////////////////////////////
    pos = interests.GetStartPosition();
    while (pos)
    {
        interests.GetNextAssoc( pos, dwInterestID, bJunk );

        wsprintf( buf, "insert placement_interests(ad_id,interest_id) values(%d,%d)",
                  adID, dwInterestID );

        if (!dafmain.exec( buf ) != 1)
        {
            ASSERT( 0 );
            bRc = FALSE;
            break;
        }
    }

    ////////////////////////////////////////////////////////////////////
    // Now save site include-exclude list in the placement_sites table
    ////////////////////////////////////////////////////////////////////
    pos = targetSites.GetStartPosition();
    DWORD dwSiteID;
    while (pos)
    {
        targetSites.GetNextAssoc( pos, dwSiteID, bJunk );

        wsprintf( buf, "insert placement_sites(ad_id,site_id,include) values(%d,%d,%d)",
                  adID, dwSiteID, includeSites );

        if (!dafmain.exec( buf ) != 1)
        {
```

```
            ASSERT( 0 );
            bRc = FALSE;
            break;
         }
      }

      ////////////////////////////////////////////////////////////////////
      // Now save site page include-exclude list in the placement_sites table
      ////////////////////////////////////////////////////////////////////
      poa = targetPages.GetStartPosition();
      DWORD dwPageID;
      while (poa)
      {
         targetPages.GetNextAssoc( poa, dwPageID, bJunk );

         wsprintf( buf, "insert placement_pages(ad_id,page_id,include) values(%d,%d,%d)",
                   adID, dwPageID, includePages );

         if ((afmain.exec( buf ) != 1)
         {
            ASSERT( 0 );
            bRc = FALSE;
            break;
         }
      }

      break;
   }

   lafmain.commit();
   return( bRc );
}

BOOL Ad::Remove( BOOL bRemovePromPlacements )
{
   char buf[1024];
   BOOL bRc = TRUE;

   while (TRUE)
   {
      ////////////////////////////////////////////////////////////////////
      // Delete locations from the "placement_locations" table
      ////////////////////////////////////////////////////////////////////
      wsprintf( buf, "delete placement_locations where ad_id=%d", id );
      if (!afmain.execErrOK( buf ) != 0)
      {
         ASSERT( 0 );
         bRc = FALSE;
         break;
      }

      ////////////////////////////////////////////////////////////////////
      // Delete the SICs from the "placement_sics" table
      ////////////////////////////////////////////////////////////////////
      wsprintf( buf, "delete placement_sics where ad_id=%d", id );
      if (!afmain.execErrOK( buf ) != 0)
      {
         ASSERT( 0 );
         bRc = FALSE;
         break;
      }

      ////////////////////////////////////////////////////////////////////
      // Delete the site categories from the placement_sitecats table
      ////////////////////////////////////////////////////////////////////
      wsprintf( buf, "delete placement_sitecats where ad_id=%d", id );
      if (!afmain.execErrOK( buf ) != 0)
      {
         ASSERT( 0 );
         bRc = FALSE;
         break;
      }

      ////////////////////////////////////////////////////////////////////
      // Delete the user interests from the placement_interests table
```

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```
      ////////////////////////////////////////////////////////////////////
      wsprintf( buf, "delete placement_interests where ad_id=%d", id );
      if (!afmain.execErrOK( buf ) != 0)
      {
         ASSERT( 0 );
         bRc = FALSE;
         break;
      }

      ////////////////////////////////////////////////////////////////////
      // Delete the site include-exclude list from the placement_sites table
      ////////////////////////////////////////////////////////////////////
      wsprintf( buf, "delete placement_sites where ad_id=%d", id );
      if (!afmain.execErrOK( buf ) != 0)
      {
         ASSERT( 0 );
         bRc = FALSE;
         break;
      }

      ////////////////////////////////////////////////////////////////////
      // Delete the site page include-exclude list from the placement_sites table
      ////////////////////////////////////////////////////////////////////
      wsprintf( buf, "delete placement_pages where ad_id=%d", id );
      if (!afmain.execErrOK( buf ) != 0)
      {
         ASSERT( 0 );
         bRc = FALSE;
         break;
      }

      if (bRemovePromPlacements)
      {
         ////////////////////////////////////////////////////////////////////
         // Lastly, delete the placement from the placements table
         ////////////////////////////////////////////////////////////////////
         wsprintf( buf, "delete placements where id = %d", id );
         if (!afmain.execErrOK( buf ) != 0)
         {
            ASSERT( 0 );
            bRc = FALSE;
            break;
         }
      }
      break;
   }

   afmain.commit();
   return( bRc );
}

void Ad::Reset()
{
   daysOfWeek = 0x7f;
   flags = Production | SpreadEvenly;
   frequency = 0;
   imageSeries = FALSE;
   maxImpressions = 0;
   type = Normal;
   domainType = 0;
   gender = 0;
   maxAmount = 0;
   strPONumber.Empty();
   startTime = 0;
   endTime = 0;
   os = DefaultMask;
   browser = DefaultMask;
   domainType = DefaultMask;
   isp = DefaultMask;
   hoursOfDay = 0xffffff;
   nEmployees = DefaultMask;
   salesVolume = DefaultMask;
   gender = DefaultMask;
   includePages = 0;
   includeSites = 0;
```

```
    seriesNext = 0;

    delete [] sicCodes;
    nSICCodes = 0;
    sicCodes = NULL;

    delete [] locations;
    nLocations = 0;
    locations = NULL;

    targetPages.RemoveAll();
    targetSites.RemoveAll();
    siteCategories.RemoveAll();
    interests.RemoveAll();

    adDescription.Empty();
    fileName.Empty();
    jumpTo.Empty();
}

#endif
```